

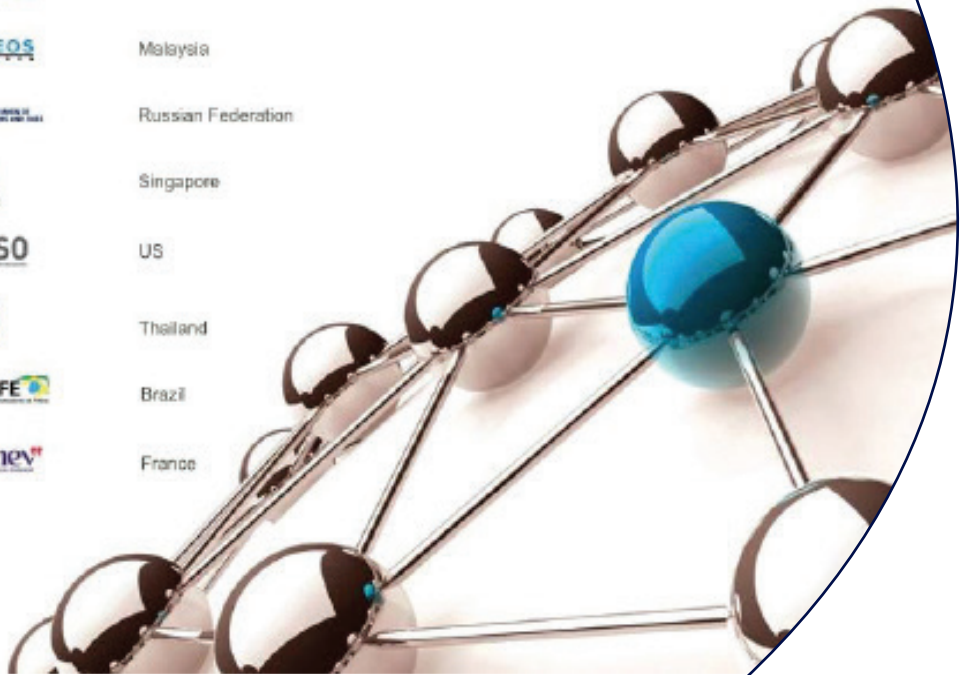
UFI Info

February 2021

UFI Global Exhibition Barometer

 **26th Edition**
Report based on the results of a survey concluded in January 2021

	Global		Japan
	Southern Africa		Macau
	United Kingdom		Malaysia
	Spain		Russian Federation
	Peru		Singapore
	Central & South America		US
	South Korea		Thailand
	Mexico		Brazil
	Indonesia		France
	Australia		
	India		



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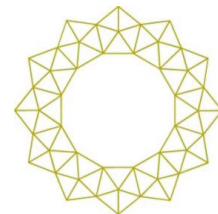
Innovate + Network

Photo: MBB and UFI Exhibition Think Tank Club Update.



In partnership with MBB-Consulting

Photo: New Exhibition Management School.



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

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

Calendar of UFI events and meetings 2021

Open to all industry professionals Open to UFI members only By invitation only

Meeting	Date	Location
GCS Digital Sessions	1 - 5 February 2021	www.ufigcs.org
UFI Connects: Digitally Transforming Flagship Events	9 Feb 2021	www.ufi.org/uficonnects
UFI Connects: Explori Digital Events: Voice of the Customer	17 Feb 2021	www.ufi.org/uficonnects
UFI Connects: Going Digital and Physical in 2020; The Road to Business Transformation - Session in Portuguese	25 Feb 2021	www.ufi.org/uficonnects
European Conference	T.B.D	Online
Asia Pacific Conference	T.B.D	Online

UFI education

Meeting	Date	Venue
UFI-EMS	24 Jan - 18 Feb 2021	Online

UFI supported events

Meeting	Date	Venue
ETT Club Micro Worskhop: Keeping it Simple when Selling Exhibitions	4 Feb 2021	exhibitionthinktankclub.com
ETT Club Netucation: Creating a Post Crisis Exhibition USP	15 Feb 2021	exhibitionthinktankclub.com
ETT Club Micro Worskhop: Leads Generation Tactics Online Events	17 Feb 2021	exhibitionthinktankclub.com
ETT Club Monthly Innovation Talk: Value Proposition	24 Feb 2021	exhibitionthinktankclub.com
SISO CEO Summit	12-15 April 2021	Amelia Island, FL (USA)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues and friends,

We're just one month into the new year, so let me wish you all the best for 2021 – and to our colleagues in China, with Chinese New Year just ahead, my best wishes for the Year of the Ox.

December and January have been dominated by two COVID-19 developments: the approval and international rollout of the first set of vaccines against the virus, and the emergence of a new, more infectious strain, leading to additional lockdowns and travel restrictions in many parts of the world.

The times are tough, but the end is in sight. As I said last week in an UFI media briefing: there is light at the end of the tunnel. The global economy is expected to see a significant recovery this year.

In fact, the latest IMF report estimates that the global economy will grow by 5.5% and that world trade will grow by 8.1% in 2021. Although economic activities have started in most markets, the challenge is that the recovery hasn't been consistent. However, the future looks bright for our industry.

We released the new UFI Global Barometer in late January, which shares insights from 457 companies across our industry. For me, this is the best source of data focusing on global development our industry has – and as UFI President, I am proud and happy to share its findings. Take a look at the summary of findings in this edition, and do download the full report to share with your teams!

As an industry, we all believe that our revenues globally can roughly double compared to 2020. This will bring us back to between 55% and 60% of the record revenues we saw in 2019. Growth will return mostly later this year, of course. So for the coming months, the topic of resilience will remain a top issue.

As I've said previously, the time is apt for businesses to explore new opportunities and strategies to innovate, to enhance technological capabilities, to equip the workforce with modern technologies, to re-orient market strategies, to maintain cash flow, and to re-emerge as a force to reckon with once again.

UFI is here to support you with all of these issues, and this packed edition of UFI Info proves that yet again.

Best regards,



Anbu Varathan, UFI President



Dear colleagues,

Happy New Year, everyone. With 2020 behind us, it's time to shift gear, to get ready for testing and vaccination schemes to succeed, for markets to reopen – and for us to build and operate the market places and meeting places that every industry, every sector needs for the economic recovery.

I am optimistic about 2021, even if we all have to make it through this pandemic winter first in the northern hemisphere.

That optimism just got fueled again as we presented the results of the latest edition of the Global Barometer to the industry media in late January in a media briefing that Anbu chaired as our president.

Around the world, we are expecting our respective markets to reopen in time for us to run events safely and successfully this year with good results.

But the barometer also shows huge differences regarding public support for our industry, and the ability for companies in our sector to make it through the pandemic. Globally, every tenth business in our industry will face bankruptcy if it business in the coming six months won't be possible.

The relative share fluctuates between countries and markets, but the trend is clear. In addition, more than 50% of companies reportedly had to reduce their workforce. For our industry to be a driver of the economic recovery, we need to make it through the current phase, and we need public support where ever necessary.

It is blatantly obvious for us: Every support, every funding given to our sector will not just secure us, but will benefit each and every industry sector through trade shows and exhibitions.

That is one of the core advocacy messages that we are using, together with the relentless push for clear travel policies, for testing over quarantines, for standardized procedures like vaccination or testing "passports" to ease travel.

This is tiring. But we won't get tired doing it. And there are successes: EU leaders agreeing to proceed to develop standard travel documentations.

Countries like Germany passing frameworks that allow for support programmes adding to hundreds of millions of euro of damage compensations. The new US administration reaching out to the travel industry.

And, of course, business is going on in China, business events are reopening in Australia, and are scheduled to gain traction in the Middle East this month.

Updates on this are available – updated weekly – in our market tracker, online at ufi.org/coronavirus – together with many other resources there to assist you right now.

Before I end this column, let me share another update - this time about our UFI team itself. I am very happy to share that Marie-Laure Bellom will join us as new Chief Operating Officer (COO) in March. All through that month, she will work alongside Sonia to ensure a proper handover. Sonia will then leave UFI at the end of March.

Marie-Laure joins us from Eurovet, the world-leading trade show organiser for intimates and swimwear, a subsidiary of Comexposium and the French lingerie and knitting Federation, where she has held various senior executive positions over the past years including strategic positioning and restructuration of the business, launching new activities in Asia and the United States, and leading the overall international development of the organisation. Her previous career includes leadership positions in management as well as business development for Reed Expositions France

Best Regards,



Kai Hattendorf, UFI Managing Director / CEO

UFI Announces New COO

Marie-Laure Bellon to join UFI as new Chief Operating Officer

UFI, has appointed Marie-Laure Bellon as its next Chief Operating Officer. Currently the CEO & General Manager at French exhibition organiser Eurovet, she will join UFI on March 1st, and work out of the organisation's Paris headquarter.

Marie-Laure Bellon was selected from a wide international field of candidates, following a global call for candidates.

Kai Hattendorf, UFI CEO and Managing Director comments **"I am very pleased to welcome Marie-Laure Bellon to the UFI team and look forward to working jointly with her. Her experience in the exhibition industry will be an asset in leading UFI activities, managing the Paris Office and administration."**

Marie-Laure Bellon says **"I am delighted to take on this role at UFI and to add my skills and experience to the impressive work that the team has done in the past years. UFI holds a pivotal position in driving industry advocacy efforts and keep the industry connected and updated during these tough times. I look forward to this opportunity to serve the Industry and to the challenges that await me."**



Photo: Marie-Laure Bellon, UFI COO

Marie-Laure Bellon joins UFI from Eurovet, the world-leading trade show organiser for intimates and swimwear, a subsidiary of Comexposium and the French lingerie and knitting Federation, where she has held various senior executive positions over the past years including strategic positioning and restructuration of the business, launching new activities in Asia and the United States, and leading the overall international development of the organisation. Her previous career includes leadership positions in management as well as business development for Reed Expositions France.

Marie-Laure Bellon holds an executive MBA from the Toulouse Business School. She will take over the role of UFI COO from Sonia Thomas, who will leave the association in late March after many successful years to set up her own business. **"On behalf of the whole UFI team and membership, I want to thank Sonia for the unique role she has played in developing UFI as the global association for our industry in the various roles she had as her career evolved within UFI"**, says Kai Hattendorf.

UFI releases Industry Partners Benchmark Survey

Service providers have a relatively high impact on overall event success

Exhibition organiser and venue operators stated that service providers have a relatively high impact on overall event success. This is a core finding from the first edition of the new Industry Partners Benchmark Survey, released by UFI in January.

Developed by the UFI Industry Partners Working Group, the survey benchmarks and assessed the relationships between industry partners/suppliers and exhibition organisers/venues.

It also identified areas for improvement with regard to collaboration. More than 200 companies contributed to the project, the majority of whom are from Europe and the Asia-Pacific region.



Photo: Industry Partners Benchmark Cover Image.

“We believe this is the first survey of its kind in our industry to focus on the value that organisers place on their suppliers. The survey will be of great interest to suppliers and partners worldwide, by providing key insights into the true nature of the relationships between organisers and the companies that support their events,” says Ravinder Sethi, Chair of UFI’s Industry Partners Working Group.

The survey demonstrated that industry partners are regarded as an essential and valuable component of the exhibition industry, with overall satisfaction levels with regard to service delivery being relatively high. The results also indicated that some of the less-utilised services may have a stronger impact on the outcome of an event than those more heavily relied upon, while the duration of cooperation between industry partners and their customers had a strong positive correlation to satisfaction levels.

Despite the overall positive feedback, the survey highlighted a demand for more innovation from industry partners, and indicated that an increase in data sharing between industry partners and their customers could bring additional value.

“This survey is a result of UFI’s Industry Partners Working Group, which has been set up for and run by our industry partner members – a diverse group of motivated industry experts offering a broad range of services. The collaboration between organisers, venues and service partners is more important than ever, now that we are dealing with the fallout from the COVID-19 pandemic,” says UFI President Anbu Varathan.

The Industry Partners Benchmark Survey was conducted at the beginning of the COVID-19 pandemic in 2020. The Industry Partners Working Group is dedicated to running the survey on a regular basis, in order to reflect the ongoing challenges and impact on the exhibition industry. The Industry Partners Benchmark Survey can be downloaded from the UFI website at ufi.org/research.

UFI and jwc share the copyright for this survey.

UFI releases Global Barometer Reports

Positive signs for 2021

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

Results highlight the severe impact of the COVID-19 pandemic on the exhibition industry worldwide, in 2020. There are also positive signs regarding a quick recovery in 2021.

Globally, between April and August 2020, more than half of all companies reported no activity. This situation changed from September, where the majority of companies declared some operations, at reduced levels for most. Looking ahead to 2021, the share of companies expecting a return to “normal” activity is expected to grow from 10% in January to 37% in June.

These results vary depending on region, and are primarily driven by the “re-opening date” of exhibitions. In all regions, most companies expect both local and national exhibitions to re-open by the end of June 2021, with international exhibitions resuming in the second half of the year. Company operations also include, while face-to-face events are not possible, working into the development of digital solutions.

When asked what element would most help with the “bounce back” of exhibitions, the majority of companies, ranked “readiness of exhibiting companies and visitors to participate again” (64%), “lift of current travel restrictions” (63%) and “lift of current public policies that apply locally to exhibitions” (52%) as key factors.

Overall:

- 44% of companies benefitted from some level of public financial support; for the majority this related to less than 10% of their overall 2019 costs.
- 54% of companies had to reduce their workforce, with half of these by more than 25%.
- 10% of companies will have to consider permanently ceasing operations if there are no events for the next six months.

As expected, the “impact of the COVID-19 pandemic on the business” is considered the most important business issue (stated by 29% of companies, a 2% increase on six months ago). The “impact of digitalisation” (11%) and “competition with other media” (7%) have also increased (+1% and +2% respectively), while the “state of the economy in the home market” (19%) and “global economic developments” (16%) have decreased, but remain amongst the top three concerns.

In terms of future exhibition formats, global results indicate that 64% (compared to 57% six months ago) are confident that “COVID-19 confirms the value of face-to-face events”, indicating an expectation that the sector will bounce back quickly.

“The message from the global industry is clear: quite simply, 2020 was horrible. The pandemic stopped most activities around the world for several months, and, globally, our industry’s revenue dropped by almost three quarters. But, as the Global Barometer shows, 2021 should see a significant bounce back, with global revenues expected to double, pending markets re-opening and clarity on regulations. We will ‘build back’ even better, and while the industry will remain, primarily, a face-to-face marketing channel, digital offers will evolve with new patterns,” says Kai Hattendorf, UFI Managing Director and CEO.

Size and scope

This latest edition of UFI’s bi-annual industry survey was concluded in December 2020, and includes data from 457 companies in 64 countries and regions.

The study also includes outlooks and analysis for 24 countries and regions – Argentina, Australia, Brazil, China, Colombia, France, Germany, Hong Kong, India, Italy, Japan, Malaysia, Mexico, Peru, Russia, Singapore, South Africa, South Korea, Spain, Thailand, Turkey, the UAE, the UK and the US – as well as an additional five aggregated regional zones.

“We sincerely thank all companies who took part in this study. The results from 29 markets and regions provide strong insights for assessing both the impact of the crisis and future perspectives. We also welcome AFEP and UNIMEV, who partnered with us for this edition, resulting in our first ever specific country profiles for Peru and France,” says Christian Druart, UFI Research Manager.



Photo: Barometer Cover Image.

UFI releases Global Barometer Reports

Continued

Operations since 2020 – reopening exhibitions

Results show that the periods when most companies reported “no activity” in 2020 were limited to March-June for the Asia-Pacific region, April-June for North America, and April-September for Central and South America and the Middle East and Africa. In Europe, there was an initial period of inactivity in April-August, followed by another period in November-December.

Turnover – operating profits

Regional results indicate that:

- The revenue drop for 2020 was the highest for companies in Central and South America and the Middle East and Africa (who respectively only achieved 23% and 24% of 2019 revenue levels). Companies in the Asia-Pacific region (27% of 2019 levels), Europe (32% of 2019 levels) and North America (36% of 2019 levels) are at or above global averages. The 2021 perspectives are rather similar for all regions: who are expecting to achieve between 32% and 37% of last year's revenue for H1-2021, and between 55% and 60% for all of 2021.
- In terms of profits, the share of companies who faced a loss for 2020 varies from 47% in the Asia-Pacific region and Europe, to 50% in North America, 58% in the Middle East and Africa, and 64% in Central and South America.

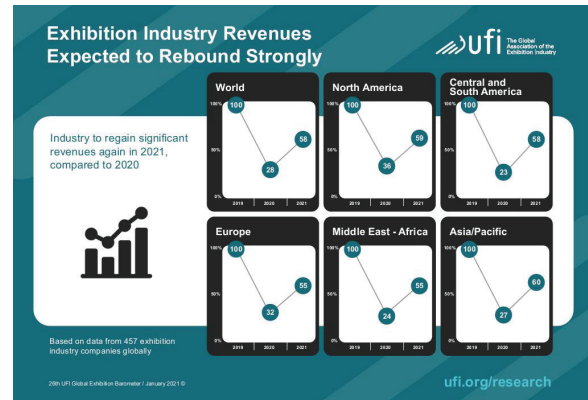


Photo: Barometer Infographic.

Public financial support – workforce and perspectives

Regional results indicate that:

- The number of companies receiving public financial support is higher in Europe (54% of companies) and the Asia-Pacific region (53%), than in Central and South America (35%), North America (31%) and the Middle East and Africa (13%).
- The share of companies forced to reduce their workforce is higher in the Middle East and Africa (73% of companies), North America (61%) and Central and South America (56%), than in Europe (52%) and the Asia-Pacific region (49%).
- The proportion of companies believing they will need to close if business doesn't resume within the next six months varies from 5% in North America, to 6% in the Asia-Pacific region, 10% in Central and South America, 14% in Europe and 17% in the Middle East and Africa, while the proportion of companies who believe they will cope ranges from 26% in Europe to 40% in the Asia-Pacific region

Key business issues

While the “impact of the COVID-19 pandemic on the business” is the key business issue across all regions, “global economic developments” are ranked higher in the Middle East and Africa (23% of companies) than in other regions. The “impact of digitisation” is ranked higher in North America (15%) and Europe (14%) than other regions.

Further insight by type of activity, for three main segments – organisers, venues and service providers – highlights a difference in the fourth most important issue, with organisers indicating “impact of digitisation”, venues indicating “internal challenges” and service providers indicating “regulatory / stakeholders' issues”.

Future exhibition formats

The report also highlights two significant regional differences in relation to possible trends driving the future format of exhibitions:

- The claim “COVID-19 confirms the value of face-to-face events” was more widely agreed with in the Middle East and Africa (70% of companies), the Asia-Pacific region (69%) and Europe (67%), than in North America (55%) and Central and South America (53%).
- While, there were stronger opposing views for the claim “virtual events replacing physical events”, with 74% of companies in Europe disagreeing, compared to just 57% of companies from North America.

UFI releases Global Barometer Reports

Continued

Background

The 26th Global Barometer survey, conducted in December 2020, provides insights from 457 companies in 64 countries and regions. It was conducted in collaboration with 20 UFI Member Associations: AAXO (The Association of African Exhibition Organisers) and EXSA (Exhibition and Event Association of Southern Africa) in South Africa.

AEO (Association of Event Organisers) in the UK, AFE (Spanish Trade Fairs Association) in Spain, AFEP (Asociación de Ferias del Perú) in Peru, AFIDA (Asociación Internacional de Ferias de América) representing Central and South America, AKEI (Association of Korean Exhibition Industry) in South Korea, AMPROFEC (Asociación Mexicana de Profesionales en Ferias, Exposiciones, Congresos y Convenciones) in Mexico, EEAA (Exhibition & Event Association of Australasia) in Australia, IECA (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MACEOS (Malaysian Association of Convention and Exhibition Organisers and Suppliers), in Malaysia, MFTA (Macau Fair & Trade Association) in Macau, RUEF (Russian Union of Exhibitions and Fairs) in Russia, SECB (Singapore Exhibition & Convention Bureau) in Singapore, SISO (Society of Independent Show Organizers) in the US, TEA (Thai Exhibition Association) in Thailand, UBRAFE (União Brasileira dos Promotores Feiras) in Brazil and UNIMEV (French Meeting Industry Council) in France.

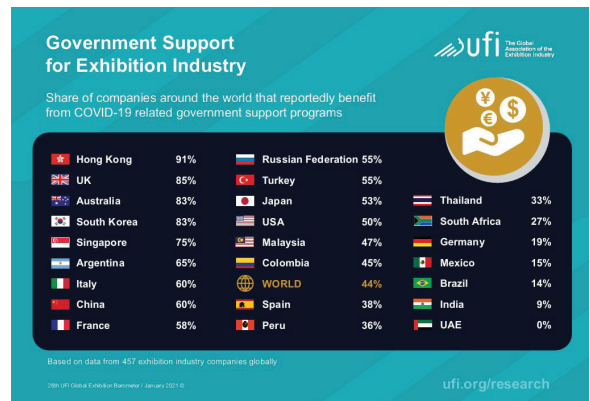


Photo: Barometer Infographic.

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

The next UFI Global Barometer survey will be conducted in June 2021.

UFI Awards 2021

Entries close on 16 March

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

Organisers, venue operators and service providers are all encouraged to take part and share their best practice cases across six separate categories: HR Management, Industry Partners, Digital Innovation, Marketing, Operations and Services, and Sustainable Development.

All awards share the same application deadline – 16 March 2021 – and are managed and led by their respective UFI Working Groups, which are made up of experts who identify a current and common focal point within each area of our industry.

The winner for each category will be officially recognised at the 2021 UFI Global Congress. They will also have the opportunity to present their winning projects as part of the Global Congress programme.

Final entries are also promoted on the UFI website – ufi.org – and will benefit from significant media coverage in major international tradeshow publications.

The respective themes for the 2021 UFI Awards are as follows.

- **Marketing:** “Best marketing strategy in challenging times” (see: ufi.org/award/the-2021-ufi-marketing-award/)
- **Industry Partners:** “Alliances and success stories: the future of the exhibition industry during and post the pandemic” (see: ufi.org/award/the-2021-ufi-industry-partners-award/)
- **Digital Innovation:** “Digital Innovation for the Exhibition Industry Recovery” (see: ufi.org/award/the-2021-ufi-digital-innovation-award/)
- **Operations and Services:** “Digital Transformation: the role of operations and services in revitalising the events industry post-COVID-19” (see: ufi.org/award/the-ufi-operations-and-services-award-2021/)
- **Sustainable Development:** “Partnerships for Sustainability in and after COVID-19 times” (see: ufi.org/award/the-2021-ufi-sustainable-development-award/)
- **Human Resources:** “Effective Remote Team Collaboration” (see: ufi.org/award/the-2021-ufi-hr-award/)

The UFI Awards are open to both UFI members and non-members. For more information, please visit the UFI website at: ufi.org/awards.



Photo: UFI Awards Image.

UFI Exhibition Management School

Second edition is currently underway

The second UFI Exhibition Management School (UFI-EMS) programme focusing on MEA region is underway. Hosted online, due to COVID-19 travel restrictions, the programme brings together senior level exhibition industry professionals from 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.

- **Alexander Angus** – Regional Director at Montgomery Group
- **Matthias Tesi Baur** – CEO at MBB Consulting Group
- **Wilbert Heijmans** – Group Managing Director at Info Salons (a Freeman company)
- **Ashely Roberts** – General Manager at Omanexpo
- **Stephanie Selesnick** – President at International Trade Information, Inc
- **Carol Weaving** – Managing Director at Reed Exhibitions South Africa

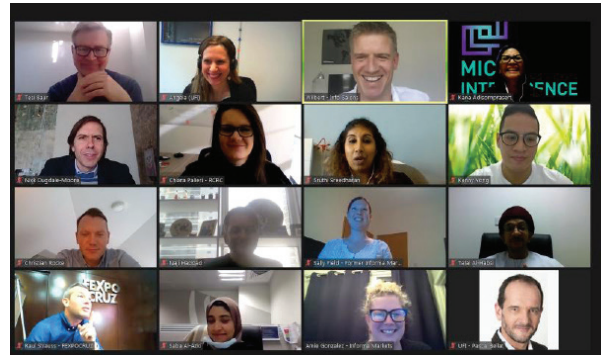


Photo: Zoom image UFI-EMS online programme.



In partnership with MBB-Consulting

Photo: UFI-EMS Logo.

Find out more about the UFI-EMS programme at [ufi.org/ education/exhibition-management-school](https://ufi.org/education/exhibition-management-school).

The NGL Grant Mentorship Programme

Third year running

UFI has launched the NGL Grant mentorship programme 2020/2021. It's the third year in a row that the programme has run.

As with previous years, NGL Grant winners kick off the NGL Grant programme by delivering a session at the UFI Global Congress. After this, each of them is assigned to a mentor providing them with a safe and confidential environment to learn, brainstorm, test ideas and discuss work-related challenges and opportunities.

Once in contact with their mentors, NGL Grant winners (mentees) are encouraged to discuss their personal and professional targets and the ways in which they want to manage and achieve them.

Mentors are executive-level professionals who work with the mentees from December 2020 until the programme concludes in November 2021. Mentors share information and their own experiences, as well as offering guidance and advice.

"If 2020 has taught us anything, it's that, as an industry, one of our biggest strengths is our people. I have continued to learn throughout my career, whether from mentors, colleagues or industry friends. Collaboration and connection are so incredibly important. I am looking forward to working with Erika, bringing her into The Ops Nest community and providing as much experience, advice and knowledge as I possibly can to help her to level up and develop her leadership skills," says Lou Kiwanuka.

Photo: NGL Icon Image.

"I am really enthusiastic about the opportunity to work with Lou within the NGL Grant Mentorship programme. I look forward to her advice on how to reach my goals and I am eager to learn from both her and The Ops Nest community that she has so gracefully invited me into," says Erika Karlsson

This year's mentors are:

Chris Preston, Managing Director EMEA at Freeman, UK

Eddie Choi, Managing Partner at Mills, Singapore

Garcia Newell, Regional Business Development Director - Fairs & Events Europe at Agility, UK

Laura Barrera, Group Show Director at Tarsus México, Mexico

Lou Kiwanuka, Director at The Shaper Group, UK

UFI thanks this year's mentors for their support to the industry's new generation!

For more information about the NGL Grant programme, please visit our website at:

ufi.org/awards/ufi-next-generation-leadership-grant



Exhibition Think Tank Club

Upcoming events - access the ETT Club at ExhibitionThinkTank.Com

The ETT Club, worldwide exhibition industry platform founded by MBB Consulting Group and supported by UFI, has proudly welcomed over 600 industry peers since it started.

As an agile platform for collaboration and innovation, it's an excellent resource if you wish to stay ahead of the innovation in our industry, network with exhibition industry colleagues around the world and boost your career.



Micro Workshop:
Keeping it Simple When Selling Exhibitions
4th February
Choose one of two time slots: 8h or 16h UK time.
For more information click [here](#).



Netucation:
Creating a Post Crisis Exhibition USP
15th February
Choose one of two time slots: 8h or 16h UK time.
For more information click [here](#).



Micro Workshop:
Leads Generation Tactics Online Events
17th February
Choose one of two time slots: 8h or 16h UK time.
For more information click [here](#).



Montly Innovation Talk:
Value Proposition
24th February
Choose one of two time slots: 8h or 16h UK time.
For more information click [here](#).

UFI Members benefit:

UFI has secured 300 free ETT Club Gold Memberships for UFI member staff (2 per UFI member company).

Log into the UFI Members' Area to get yours here: ufi.org/membersarea.

More information or questions: engagement@ufi.org.

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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FREEMAN

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

ufi.org/uficonnects
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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 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						
Market	2020			2021		
	October	November	December	January	February	March
Australia						
Cambodia						
China						
Hong Kong						
India						
Indonesia						
Japan						
Macau						
Malaysia						
Myanmar						
New Zealand						
Pakistan						
Philippines						
Singapore						
South Korea						
Taiwan						
Thailand						
Vietnam						

EUROPE						
Market	2020			2021		
	October	November	December	January	February	March
Austria						
Belgium						
Bulgaria						
Croatia						
Finland						
France						
Germany						
Greece						
Italy						
Ireland						
Latvia						
Luxembourg						
Netherlands						
Poland						
Portugal						
Russia						
Spain						
Switzerland						
Turkey						
Ukraine						
UK						

AMERICAS						
Market	2020			2021		
	October	November	December	January	February	March
Argentina						
Bolivia						
Brazil						
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Costa Rica						
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El Salvador						
Guatemala						
Honduras						
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Peru						
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MEA						
Market	2020			2021		
	October	November	December	January	February	March
Algeria						
Bahrain						
Egypt						
Jordan						
Kuwait						
Lebanon						
Morocco						
Oman						
Qatar						
Saudi Arabia						
South Africa						
UAE						



Fellowship

NEW FOR 2021

Become a UFI Fellow to develop your professional network and stay up to date with industry trends, news and research.



For exhibition industry professionals not currently employed by a UFI member company

NETWORKING

activate a free Gold Membership in the Exhibition Think Tank Club

EDUCATION

pay just 50% to take part in the UFI Exhibition Management School programme

EVENTS

join an UFI Forum event for free
join UFI's regional conferences for 1/2 price on site, or for free online

RESEARCH & NEWS

access UFI research for free
get regular UFI news updates from the industry

SUPPORT

the work UFI does for the industry

€595

for 2021

(excl. VAT)

For more information contact fellow@ufi.org

News from Latin America

Our Regional Manager in Latin America, Ana Maria Arango, participated in a virtual seminar earlier this month, “The Future of Hybrid Events”, organised by Hannover Fairs Mexico and Messebau Latam.

Ana Maria discussed the 5 UFI Trends to watch in 2021, together with some acceptance figures of the face-to-face model of exhibitors and visitors and gave her outlook on the future of exhibitions and events.



Photo: Webinar image.

News from Middle East Africa

The MEA Chapter Leadership meeting took place earlier in December where a number of topics had been discussed including regional conferences, members' benefits enhancement, UFI's support to the industry, the restart of exhibitions in the region, the newly introduced UFI Fellowship Programme membership for individual professionals, the UFI Exhibition Management School program for the MEA region that kicked off on January 24 and the state of the industry in the region.

MEA UFI Chapter Leadership:

Albert Aoun, IFP Group, Chapter Chair

Mohammad AL Hussaini, Riyadh Exhibition Company, First Vice Chair

Said Al Shanfari, Oman Convention & Exhibition Center, Vice Chair

Craig Newman, GL Events SA, Vice Chair



Photo: MEA Chapter Leadership Meeting Image.

News from Europe

European Conference 2021

Due to the ongoing restrictions across Europe due to the crisis, it is perhaps without much surprise that we will have to replace this year's European Conference, which was due to take place in Poznan, Poland, with an online event.

Our hosts - Grupa MTP – will be celebrating their 100th anniversary this year, so they will host the European Conference next year in May 2022 instead, and invite you all to join us there to celebrate together. We are committed to bring the European community together this year however, so we will host an online event in the spring.

Thank you to those who answered our survey about the format and type of event you would like. We have taken your views into account and will announce more details about the event soon.



Photo: European Conference 2019 Image.



Photo: Poznan, Poland.

10th edition of EFEA Conference, St Petersburg

UFI was pleased to support the 10th edition of the EFEA Conference, which took place at the PetroCongress Centre in St Petersburg, with the title "Event Uplink—Cooperation as a strategy in uncertain circumstances." Organised by R&C, the event has grown in the last decade to become an important fixture in the Russian event calendar. Due to ongoing travel restrictions UFI staff were unable to attend in person, however Managing Director / CEO Kai Hattendorf took part remotely in a session focused on post-covid strategy, and Regional Manager of Europe Nick Dugdale-Moore presented UFI's latest Global Barometer and Global Recovery Index data in a subsequent session.



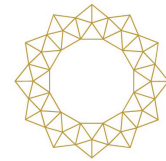
Photo: EFEA Conference St Petersburg.



Photo: EFEA Banner.

EEIA News from Brussels

An update



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

Four million euros of EU funding for Overseas Trade Fairs Programme 2.0

The EEIA successfully joined forces with Deloitte to bid for an EU call for proposals to help European tech start-ups access new markets globally. The four million euro contract will run for three years and focuses on selecting suitable companies and bringing exclusive EU stands to 15 pre-selected exhibitions in Asia, the Middle East and the US. Most of these shows are run by UFI members, so being part of the scheme represents considerable business and reputational benefits. This is the second EU-funded project the EEIA has acquired since the start of the cooperation between UFI and EMECA. Participating in such projects increases our sector's visibility on the EU scene in Brussels, and allows us to prove the efficiency of our platforms for the internationalisation of businesses and build upon our success and credibility through political messaging and advocacy.

We will continue to provide updates as the project progresses. To find out more, contact: barbara.weizsaecker@exhibition-alliance.eu

The EEIA supports EU digital vaccination certificate and IATA Travel Pass

Fragmented and quickly changing travel restrictions and quarantine/test requirements, within the EU and globally, remain a major barrier for international exhibitions and professional events to resume business. Ahead of the latest EU Council, the EEIA distributed a Position Paper supporting the Greek Prime Minister's proposal for an EU-wide digital vaccination certificate. Our paper claimed that vaccinations are key to safely reopening borders, to enabling travel within Europe and globally, and to starting the economic recovery. Combined with intelligent and broad testing schemes, they are also key to re-establishing confidence amongst travellers, enabling freedom of movement and rebuilding connectivity. So, to that aim, globally recognised certificates are vital. In addition, the EEIA stressed the need for global standards in relation to the risk criteria and approaches used for re-establishing transatlantic travel by all supranational organisations and EU Member States. The IATA Travel Pass, which is already being tested by several airlines, would be an ideal solution and could be made available to the entire travel and hospitality chain, including trade fairs and business events.

The EU Council decisions on rapid antigen testing and a vaccination certificate were then welcomed by the EEIA. "Even though the current situation justifies the current restrictions to contain the infections, Europe should prepare as quickly as possible to support and empower free movement of people, especially for business purposes, in a safe and controlled way," says Barbara Weizsäcker, Secretary General. Strengthening the use of rapid antigen tests and the mutual recognition of COVID-19 test results, along with accelerating vaccinations, will contribute to containing the pandemic and to resuming safe and seamless travel in a responsible manner. Furthermore, the EEIA insisted that building a common system of proof for tests and vaccinations is vital, and called for the speedy development of a joint digital form of proof for vaccinations. Agreeing and implementing an EU-wide or, ideally, global digital travel pass for enabling international business travel will bring some clarity to the future recovery of the exhibition and business events industry, as well as the whole travel and hospitality ecosystem.

Read the Position Paper here: exhibition-alliance.eu/

Read the media release here: exhibition-alliance.eu/

EU clears German state aid compensation scheme

Germany is set to roll out damage compensation schemes for trade fair and congress infrastructure and operations in the country, reportedly totalling around 642 million euros, after the European Commission cleared a federal umbrella scheme for such measures in general. According to the Commission, "German authorities roughly estimate the measure's budget at approximately 642 million euros and highlight that this amount is only provisional and subject to final decisions in that regard. It will be borne by the Länder and/or the municipalities as well as the Federal government. Aid can be requested until 31 May 2021 for compensation of losses of profit in 2020 due to pandemic-related restrictions or prohibition of activity".

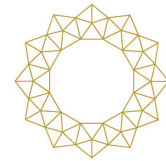
This is very good news, acknowledging the significant losses in our sector and the fact that venues and operators will play a vital role in restarting and supporting economic recovery once the pandemic situation improves. This decision for the strongest exhibition market in Europe could also serve as a blueprint for other EU Member States and countries globally to set up similar compensation schemes.

Access the European Commission decision here: europa.eu/

Read more from AUMA: auma.de/

EEIA News from Brussels

Continued



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

2021 EU Agricultural Products Promotion Funding

The 2021 programme for the EU's agricultural products promotion starts: Two calls for proposals on "Information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries have been published on 28 January 2021 with submission deadline of 28 April 2021.

The EU policy on information provision and promotion measures for agricultural products is intended to help open up new markets. Under the slogan, "Enjoy, it's from Europe", it aims to help agricultural organisations to promote EU agri-food products into international markets, and to raise awareness among consumers of the efforts made by European farmers to provide quality products. Each year two calls for proposals are published for [SIMPLE and MULTI programmes](#). The available funding is 200 million EUR per year. Beneficiaries can receive up to 80% EU funding for their promotion campaigns in the internal market or in third countries.

The activities include promotion at trade fairs, a welcome incentive for exhibitors to present and market their products at exhibitions in Europe and worldwide.

European Commission and Chafea offer a wide range of tools, in order to support the applicants in their proposal preparation and submission process.

To find out more visit the Chafea - Promotion of agricultural products [website](#).

UFI Members Area

Exclusive resources available

Through the UFI Members' Area, all staff from UFI Member companies can access key resources that are available for members only.

Find below an outline of the most recent content:

UFI Explori research - Global Recovery Insights 2020 (Part I and Part II): This global study looks at how exhibitors and visitors of trade shows and business events are being impacted by a lack of live events, and how they view hybrid and digital events. (Free for UFI Members).



"The Exhibition Industry in Latin America": This report presents a regional economic review, regional industry trends applicable to companies in all industry segments, as well as country profiles of markets in Latin America. (Free for UFI Members).



ETT Club: Free ETT Club Gold Memberships are offered to UFI Members. Register here to get yours and profit from this global platform to network with industry colleagues worldwide. (Up to 2 free ETT Club Gold memberships per member company).



To access the UFI Members' Area click here (ufi.org/membersarea) and type your email address. (If you don't have a password select "Forgot password"). If you have any questions about the UFI Members' Area, please contact crm@ufi.org

Don't forget to log in!

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ufi.org/membersarea

TCEB

Five strategies to boost International Exhibitions in 2021

Bangkok, the Thailand Convention and Exhibition Bureau (TCEB) aims to be more segmented in its international exhibition promotion in 2021, prioritising 12 key industries in order to strengthen national development and place emphasis on the Asian market.

It expects to work with 58 potential international exhibitions and generate 23 billion baht in revenue for the country's MICE industry.



Mr. Chiruit Isarangkun Na Ayuthaya, President of the TCEB, said the organisation's international exhibition promotion for 2021 comprises five strategies and focuses on attracting and supporting trade shows in 12 key industries, in line with the government's economic policy.

The strategies aim to support 58 international exhibitions in 2021, including 44 existing and 14 new shows. These cover key industries such as smart electronics, defence, digital, integrated medical services, biofuel and biochemistry. It is estimated that these international events will generate 23 billion baht in revenue for the national economy.

The TCEB will also support "new normal" exhibitions by aligning with new health and safety measures.

The mentioned five strategies set out approaches in terms of sector, source market and location, with online technology, which has been accelerated by the COVID-19 pandemic, being a core element.

These are:

- 1) Applying an Asia-centric approach, to increase online and offline trade shows, including developing support packages to attract exhibitors, organisers and visitors from Asian countries to maintain Thailand's position as a centre of international exhibitions in Asia.
- 2) Attracting new shows and clustering events, such as conventions and festivals whose content aligns with these shows.
- 3) Creating opportunities in regions with potential, for example, planning Thailand LOG-IN Events for the Eastern Economic Corridor (EEC).
- 4) Collaborating with government agencies to promote large-scale trade shows and conventions under the "One Ministry, One Expo" concept.
- 5) Promoting innovation and technology to enhance the visitor experience through new online platforms and business opportunities, and by reducing physical touchpoints at shows.

Despite travel restrictions in 2020, hybrid exhibitions in Thailand generated 15,000 business matches between Thai and Asian entrepreneurs. The TCEB supported 24 international exhibitions, attracting 133,259 Thai and overseas business people and generating 6,521 million baht in revenue for the country.

UFI Blog

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

[Recent posts include:](#)

EEIA WELCOMES EU COUNCIL RAPID ANTIGEN TESTS AND VACCINATION DECISIONS AND CALL FOR SPEEDY IMPLEMENTATION

EEIA SUPPORT GREEK INITIATIVE FOR EU DIGITAL VACCINATION CERTIFICATE & GLOBAL SOLUTION WITH IATA TRAVEL PASS

TAKE AWAYS FROM PART 2 OF THE UFI-EXPLORI GLOBAL RECOVERY INSIGHTS 2020 STUDY

UFI REPORT: THE EXHIBITION INDUSTRY IN LATIN AMERICA

SISO/UFI DEEPER DIVE: CASE STUDY ON CONNECT MARKETPLACE

SISO/UFI DEEPER DIVE: CASE STUDY ON IGES & SMGS

9 LEARNINGS ABOUT COVID-19 FROM A VIROLOGIST Blogger: Danica Thormohlen, Journalist | Editor | Content Creator.

TCEB SETS UP FIRST MILESTONE OF "THAILAND LOG-IN EVENTS"

TRAVEL IS KEY FOR RECOVERY Blogger: Danica Thormohlen, Journalist | Editor | Content Creator.

CASE STUDIE: ENTRANCE EXAMINATION OF LAUREA UNIVERSITY OF APPLIED SCIENCES

MEET SPEAKER LUCIA PALACIOS Blogger: Stephanie Selesnick, International Trade Information, Inc.

MEET SPEAKER CELIA NAVARRETE Blogger: Stephanie Selesnick, International Trade Information, Inc.

CASE STUDIE: THE FINNISH WAR VETERANS

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

SISO / UFI DEEPER DIVE: CASE STUDIE SUPER PET EXPO

MEET SPEAKER LAURA BARRERA Blogger: Stephanie Selesnick, International Trade Information, Inc.

TCEB GEARED TO HOST AFECA AGM 2021

MEET THE NGL GRANT RECIPIENT WINNERS 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 specialised in information on the exhibition industry. Holding firmly to the mission of "Connecting China and Abroad and Serving the Exhibition Industry", the Company also organizes a series of influential exhibition communication events in China.

[Link](#)



NEW COVID-19 GUIDELINES: EXHIBITIONS ALLOWED TO OPEN

The Government of India has given permission that now all kind of exhibitions can be held anywhere for which the department of commerce will issue new procedures. Earlier, only B2B exhibitions were given permission by the government. [Link](#)



ASCENDING THE SUMMIT

As CEO of one of the world's largest tech conferences, Web Summit, Paddy Cosgrave is familiar with the world of virtual and hybrid events. His company has been creating software to streamline the process of running large-scale, digitally connected events since it was founded in 2009, while also integrating that technology into the extremely successful Web Summits themselves. [Link](#)



AN UNCERTAIN FUTURE FOR THE BOOK FAIR

The 2020 edition was rescheduled for April 2021, but, faced with an increasingly complicated health scenario, the El Libro Foundation once again postponed the date. The bet is to transfer it to the second semester. [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](#)



REBOOT IN HONG KONG

Four trade fairs were held successfully at the Hong Kong Convention and Exhibition Centre (HKCEC) from 11 to 13 November 2020, following a series of physical trade and consumer exhibitions in October. Hundreds of exhibitors, and thousands of local trade buyers from different industry attended the shows. [Link](#)



THE NATIONAL MARINE MANUFACTURERS ASSOCIATION (NMMA)

Owner and operator of the Miami International Boat Show (MIBS), and Informa Markets, coproprietary and producer of the Miami Yacht Show (MYS) and Superyacht Miami, announced a historic partnership creating a joint production. [Link](#)



CEIR SURVEY PREDICTS RECOVERY IN SECOND HALF OF '21

Just-released research from the Center for Exhibition Industry Research (CEIR) presented during a webinar this week foresees brighter days ahead, but predicts that the industry will remain in the middle of the proverbial "tunnel" until the second half of the year. [Link](#)



THE SHOWS MUST GO ON: DENVER JANUARY MARKET & SURF EXPO CARRY ON SAFELY

A common theme: regional attendance and extensive health and safety measures that kept participants feeling more confident and comfortable. Held Jan. 19-22, the Denver January Market lured buyers from surrounding states, as well as 66 exhibitors spanning 13,800 square feet of showroom space. [Link](#)



LIFT OFF: ADELAIDE AHEAD OF RIVALS IN BID TO HOST ASTRONAUTS

The Australian city of Adelaide is bidding to host the 2024 International Astronautical Congress (IAC) – just four years after it last hosted the event. [Link](#)

We encourage you to share UFI news with your communities.

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