

# UFI Info

March 2021



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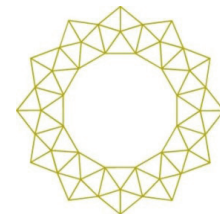


Innovate + Network

Photo: MBB and UFI Exhibition Think Tank Club Update.



Photo: UFI Certified Professional Logo.



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
UFI connects: Hybrid experiences and new business models in 2021.	2 March 2021	<a href="http://www.ufi.org/uficonnects">www.ufi.org/uficonnects</a>
UFI connects: Equality in Exhibitions	9 March 2021	<a href="http://www.ufi.org/uficonnects">www.ufi.org/uficonnects</a>
UFI connects: Update from Japan: Getting back to Business	17 March 2021	<a href="http://www.ufi.org/uficonnects">www.ufi.org/uficonnects</a>
UFI connects: Europe Reopening: A focus on Spain & Holland	24 March 2021	<a href="http://www.ufi.org/uficonnects">www.ufi.org/uficonnects</a>
UFI Asia Pacific Conference 2021	20 May 2021	Online
UFI MEA Conference 2021	26 May 2021	Dubai, UAE
UFI European Conference 2021	9-10 June 2021	Online
88th UFI Global Congress	3-6 November 2021	Rotterdam, The Netherlands

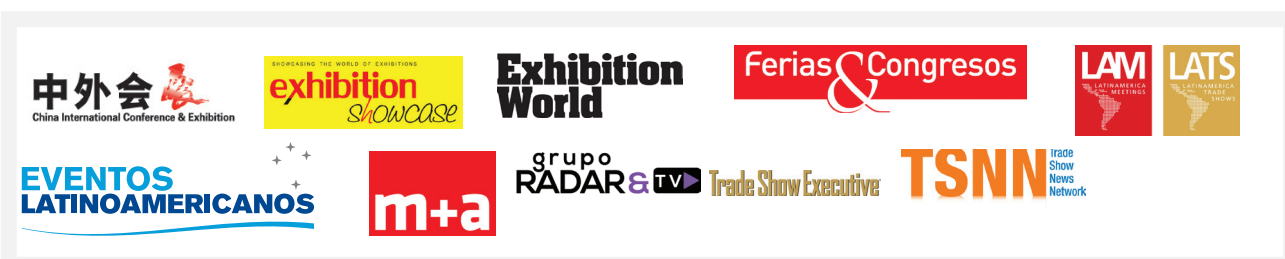
## UFI Supported Events

Meeting	Date	Venue
ETT Club: Panel Discussion on Inclusive Leadership: How to advance women & adversity in leadership.	04 March 2021	<a href="http://exhibitionthinktankclub.com">exhibitionthinktankclub.com</a>
ETT Club Micro Workshop: Selling Exhibitions Successfully Part 1	08 March 2021	<a href="http://exhibitionthinktankclub.com">exhibitionthinktankclub.com</a>
ETT Club Micro Workshop: Creating Easy to Understand Hybrid Digital Sponsorship Products	16 March 2021	<a href="http://exhibitionthinktankclub.com">exhibitionthinktankclub.com</a>
ETT Club: Monthly Innovation Talk: Value Proposition	17 March 2021	<a href="http://exhibitionthinktankclub.com">exhibitionthinktankclub.com</a>
ETT Club Micro Workshop: Selling Exhibitions Successfully Part 2	22 March 2021	<a href="http://exhibitionthinktankclub.com">exhibitionthinktankclub.com</a>
ETT Club Monthly Innovation Talk: Digital AI	23 March 2021	<a href="http://exhibitionthinktankclub.com">exhibitionthinktankclub.com</a>
ETT Club Micro Workshop: Selling Exhibitions Successfully Part 3	31 March 2021	<a href="http://exhibitionthinktankclub.com">exhibitionthinktankclub.com</a>
SISO CEO Summit	12-15 April 2021	Amelia Island, FL (USA)

### UFI Diamond Sponsors



### UFI Media Partners



# Welcome



## Dear colleagues and friends,

Beginning of February, UFI released figures stating the impact of COVID-19 on the global exhibition economy in 2020. COVID-19 has had a significant impact on the exhibition industry all over the world. However, shows are being organised again in safe and secure environments. Hopefully, with the first roll out of vaccines, we will be able to meet again, face-to-face.

As I said before, the global economy is expected to see a significant recovery this year. UFI, on its part, will maintain its focus on COVID-19 related developments, while continuing to drive industry advocacy efforts, provide regular research, expand its educational offerings, and promote equality.

Indeed, in recognition of International Women's Day 2021, UFI will raise awareness about women's equality in exhibitions and celebrate women's achievements. This topic has been addressed during several UFI connects sessions last year and will be at the centre of attention on 9 March during a dedicated session.

I am happy to state that there are more than twice as many women on the UFI Board of Directors as there were just one year ago. Women now make up 28% of the total number of Board members. For the first time in its history, since its formation in 1925, UFI had its first female president when Mary Larkin headed it last year.

Figures speak for themselves: there are around 70% of women at entry level in our industry, and only approximately 10% of women at senior level. Yet studies have shown that more diversity in senior management makes business sense. What can we do to help address this and encourage women to reach higher?

In my opinion, we are successfully demolishing the barriers of gender inequalities and moving towards an equal representation of women workforce in the exhibition industry worldwide.

This month also marks the departure of Sonia Thomas and I take the opportunity to salute her contribution to the association and more broadly to the industry. Sonia will leave the association in late March to set up her own business.

Sonia has played a significant role in developing UFI's activities and has built strong relationships with members all over the world. She has been an immense source of strength and support to UFI and its members. On behalf of the UFI community, I would like to send my warm thanks to Sonia and wish her all the success she deserves.

Marie-Laure Bellon is the new COO of the association from 1st March onwards, and I am very pleased to welcome her. I look forward to working with her. Marie-Laure's experience in the exhibition industry will be an asset in leading UFI activities and it also proves that UFI promotes equality at its core.

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

Best regards,



**Anbu Varathan**, UFI President





## Dear colleagues,

March is the month when, normally, the show season reaches one of the annual peaks around the world. Yet, one year into the COVID-19 pandemic, venues around the world are serving as vaccination centres and emergency hospitals still in many cases, rather than welcoming show attendees.

In doing so, our venue colleagues are putting into practice skills and expertise of our industry. Last year, we already aggregated and shared best practices around the conversion of venue spaces into temporary medical facilities. This month, again in collaboration with our G3 partners AIPC and ICCA, we will release a follow up report that covers the specific use of venues as vaccination centres. Please look out for it.

As the global rollout of vaccines picks up speed, some markets are already well ahead in immunizing their citizens: The UAE, the UK, and increasingly also the US are three nations where a fast-growing share of the population has been vaccinated. Within the European Union, slowly but surely, the speed of vaccinations is picking up as well. In parallel, a plentitude of rapid tests have been licensed and rolled out around the world, allowing for daily testing where needed and useful to reopen societies and businesses.

It is high time now to align international regulations and processes so that both tested and vaccinated people can travel normally to do business. UFI supports the work of many players in the travel industry to roll out standardised vaccination certification ("vaccination passports") and testing documentation in digital formats. Through the "European Exhibition Industry Alliance" – a cooperation between UFI and EMECA in Europe – we make our industry's voice heard in Brussels and across Europe. You can always read the latest policy statements on the UFI Blog, and we have an update on the issue in this UFI Info as well. What EEIA does in Brussels is also being set up in Washington, DC, where the newly formed "Exhibition & Conference Alliance" (ECA) will drive advocacy for our industry with our own voice.

Besides the push for vaccination passports, the other defining issue is the need that governments provide clear and reliable guidance and timetables that show when exhibitions and business events can take place again. Country by country, market by market, we need politicians to understand the lead time we need before a show opens, and the factors that need to be in place for exhibitors and visitors to book to attend.

In late February, the UK announced such a reopening timeline for the country, tied to pandemic milestones. Within hours after the announcement, exhibitors sent in their bookings for shows later in the year – showing yet again the eagerness of industries to return to the show floor. We will continue to support all our colleagues in their respective markets to keep pushing for other governments to follow the British lead.

Because, as we can see again and again: Where shows reopen and take place – recently in Japan, and Dubai, and Abu Dhabi, and in the US – business is brisk, order books are filled, jobs are secured, and sectors can rebound from the COVID-19 slump.

Before I close, a very warm welcome to Marie-Laure Bellon, who joined UFI as our association's new COO on March 1. I am excited to jointly work with her going forward. As an experienced exhibition organiser and a seasoned industry professional herself, we will all benefit from the industry knowledge that she brings to the global UFI team. As our parting COO, Sonia Thomas, will work jointly with Marie-Laure this month to ensure a seamless transition.

As of April, Sonia will then leave UFI to set up her own business. On behalf of the whole UFI team and membership, I would like to thank her for the unique part 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!

Best Regards,

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

## Welcome to UFI's new COO

### Marie-Laure Bellon joined UFI as the new COO

On 1 March Marie-Laure Bellon joined UFI from Eurovet, the world-leading trade show organiser for lingerie and swimwear, and a subsidiary of Comexposium and the French Knitting and Lingerie Federation.

At Eurovet, she held various senior executive positions over the years. These roles involved the strategic positioning and restructuring of the business, launching new activities in Asia and the United States, and leading the overall international development of the organisation. Her career also includes leadership positions in management as well as business development for Reed Expositions France.

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 over the years. UFI holds a pivotal position in driving industry advocacy efforts and in keeping the industry connected and updated during these tough times. I look forward to this opportunity to serve the industry and to face the challenges that await me."**



Photo: Marie-Laure Bellon, UFI COO

She takes 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 would like to thank Sonia for the unique part she has played in developing UFI as the global association for our industry in all of the roles she has held,"** says Kai Hattendorf.

## Meet UFI's Regional Directors

### Meet the team

UFI has a global network of offices in Europe, the Asia-Pacific, Latin America and the Middle East/Africa. The establishment of regional offices aims to develop market analysis and strategic plans for the development of UFI in the regions, promoting UFI membership opportunities and assisting the UFI regional Chapters in their programme of activities.



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# Dates for the UFI Spring Conferences are out

## Mark your diaries to attend our regional events for Asia-Pacific, MEA, and Europe

Preparations are under way for this year's regional UFI conferences, and we are happy to announce the dates and formats for them as follows:

- **20 May, 2021:** UFI Asia-Pacific Conference (online)
- **26 May, 2021:** UFI MEA Conference (face-to-face, on site in Dubai, UAE)
- **9-10 June, 2021:** UFI European Conference (online)

We are thrilled to offer the MEA Conference as an in person event in Dubai, given the fact that business events have resumed there in December 2020. The ongoing pandemic situation and the existing travel restrictions both across Asia-Pacific and Europe are forcing us to run the respective conferences there as online events.

Registrations for these events will open later this month. You can already pre-register and sign up for updates on these events on the UFI website - our event calendar is just a click away: [ufi.org/our-events](https://ufi.org/our-events)

Plans are under way as well for a regional conference for Latin America, and we will update you accordingly.



Photo: Images of Europe, Dubai and Hong Kong.



# UFI releases figures stating the impact of COVID-19 on the global exhibition economy in 2020

## Exhibitions have a direct impact on numerous sectors

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

Figures show that global industry revenues for 2020 dropped by 68%, compared to 2019. This result is based on regional data provided in the UFI Global Exhibition Barometer released last week, which indicates that 2020 revenues represented only 23% of those from 2019 in Central and South America, rising to 24% in the Middle East and Africa, 27% in the Asia-Pacific region, 32% in Europe and 36% in North America.

Exhibitions have a direct impact on numerous sectors in the regions where they take place – not just the exhibition industry (venues, organisers and service providers), but all related sectors, such as accommodation, restaurants and transport.

Taking all of these sectors into account, it is estimated that a minimum of **€200 billion (USD 224 billion)** of total exhibition-related output was not generated in 2020, **including €80 billion (USD 90 billion)** in North America, **€65 billion (USD 73 billion)** in Europe and **€46 billion (USD 52 billion)** in the Asia-Pacific region.

This equates to 2.4 million full-time jobs affected globally.

Exhibiting companies use face-to-face events to generate contacts that lead to business, either at or soon after the event, and the non-tenure of most exhibitions in 2020 has led to an estimated **€330 billion (USD 370 billion)** of business volume affected. While a small fraction of that loss may have been compensated for specific sectors, with the development of purely digital solutions, the net impact remains very high.

**“COVID-19 has had a significant impact on the exhibition industry, as well as those sectors who benefit from face-to-face events. The impact has not just been felt by exhibitors, who showcase their products and develop their sales, but also by those involved in ‘tourism-related’ activities. We all look forward to the lifting of current restrictions and the rebound of our economies, where exhibitions will play an important role,”** says Kai Hattendorf, UFI Managing Director and CEO.

The 26th UFI Global Barometer survey, released on 26 January 2021, can be downloaded at [ufi.org/research](https://ufi.org/research). In line with UFI's objective to provide vital data and best practices to the entire exhibition industry, it is available for free.

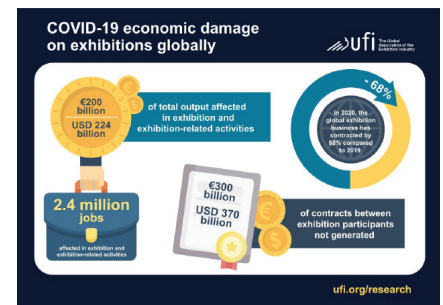


Photo: Economic impact infographic visual.



# Global COVID-19 economic impact

## Continued



Photos: Government support infographic above, job losses infographic below.

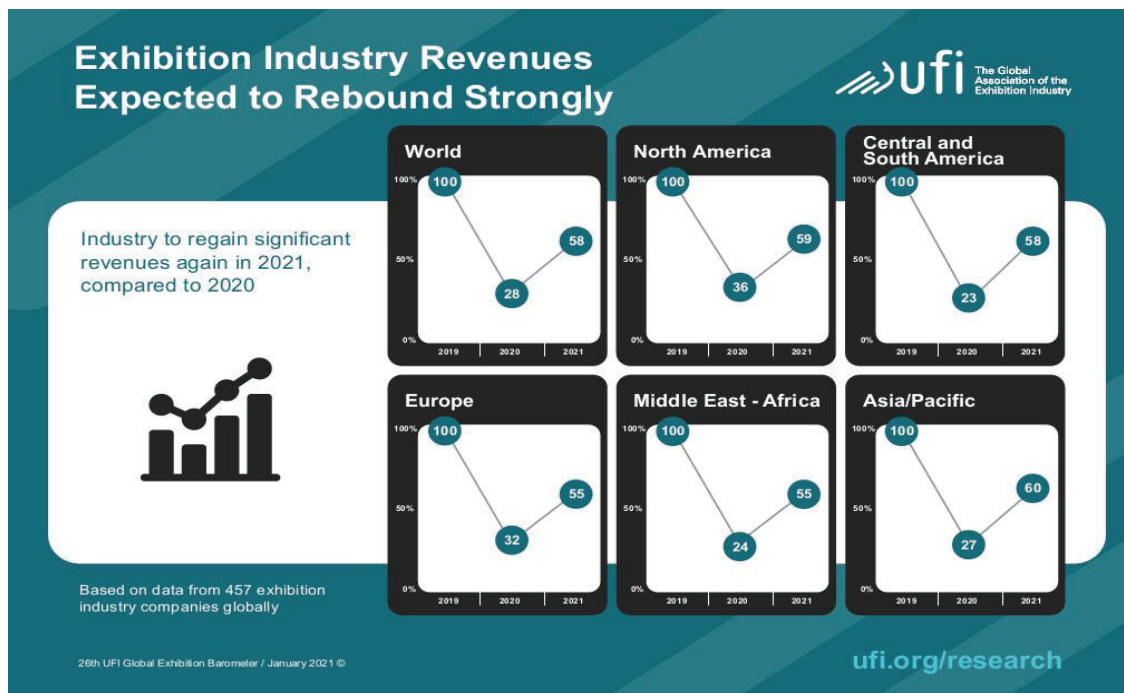


# Global COVID-19 economic impact

## Continued



Photos: Ecosystem infographic above, revenues rebound infographic below.



# UFI Awards 2021

## Last call to enter, 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.



Photo: UFI awards image.

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](https://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/](https://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/](https://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/](https://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/](https://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/](https://ufi.org/award/the-2021-ufi-sustainable-development-award/))
- **Human Resources:** “Effective Remote Team Collaboration” (see: [ufi.org/award/the-2021-ufi-hr-award/](https://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](https://ufi.org/awards).



# UFI Exhibition Management School

## The UFI-EMS welcomed a new class of industry professionals

The second UFI-Exhibition Management School, [UFI-EMS](#) was successfully organised online. Across four weeks, the programme offered participants from more than ten countries and regions an unparalleled 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 the Middle East and Africa region.

**“I’m proud to be part of the UFI-EMS, which provides the opportunity to bring together and support the current and future talent of the global exhibition industry. Never has there been a more prudent time for our industry to learn, adapt and evolve, and to continue to do what we do best – deliver meaningful events that are fundamental to regional and global economies.”** Ashley Roberts, General Manager at Omanexpo and UFI-EMS lecturer.

The sessions included group work, case studies, best practices and more. The programme covered core areas of exhibition management, including budget, profit and loss, customer centricity and care, cross-channel exhibition marketing, digital innovation, global business development, human resources and leadership, agile cross-sales strategies, and strategy creation and development. The programme was delivered as a partnership between UFI and MBB-Consulting Group.

The programme also included a mandatory final exam.

**“I thoroughly enjoyed the UFI-EMS course and being able to interact with other event professionals from all over the world. The focal points and priorities were slightly different when working on projects, but the overall goals were the same, and this was really interesting to learn. I look forward to keeping in touch with this great group of people and, hopefully, meeting them in person in the future.”** Amie Gonzalez, Director at Informa Markets and UFI-EMS participant.

UFI extends a massive thank you to all of the industry experts who have worked tirelessly to give back to the industry, by offering their expertise and time to deliver the UFI-EMS.

These include:

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

Following the success of the first two editions of the UFI-EMS, we are currently planning the next course. For more details, please contact [ems@ufi.org](mailto:ems@ufi.org)  
Find out more about the UFI-EMS programme at [ufi.org/](http://ufi.org/)



Photo: Zoom image online EMS visual.



Photo: UFI EMS logo visual.

# An update on the audit certificates

## For all UFI approved events/international events 2021

UFI highly recommends that audits of exhibitor and visitor numbers by an UFI certified third-party auditor should be done where and when possible for all UFI Approved Events taking place around the world this year.

However, with COVID-19 continuing to disrupt the exhibition industry, and many exhibitions being cancelled or postponed, those exhibitions that have taken place have seen a reduction in exhibitor and visitor numbers due to the pandemic.

Due to these very exceptional circumstances, UFI has decided to temporarily postpone the mandatory requirement to provide audited figures for visitor and exhibitor numbers for all UFI Approved Events taking place in 2021. This is a temporary measure directly related to the pandemic, and this decision will be revoked as soon as the situation improves.

As a reminder, UFI requires audit certificates for every other edition of an UFI Approved Event, except for exhibitions that take place less frequently than once every two years. In these instances, every edition of these exhibitions must be audited to retain UFI Approved Event status.

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



Photo: UFI approved events logos.



# Exhibition Think Tank Club

## New monthly Innovation Talk series on the topic of digital and AI

It's yet more innovation for the ETT Club in 2021, with the launch of a new event format: the Monthly Innovation Talk series. These ongoing, monthly events offer a great global platform to network and collaborate with like-minded people around the topic of digital and AI. The series will be chaired by Stefan Rummel, Managing Director of Messe Muenchen GmbH.

This new format allows industry professionals to stay connected and join their peers from different sectors and countries to innovate, share their ideas and vision, debate and continue to help the industry move onwards and upwards! Engaging content and challenges will be presented to participants, and sessions will include team working in smaller groups, giving everyone the chance to actively contribute by sharing solutions and asking questions.

The Monthly Innovation Talk series will run once or twice a month, and there will be two time slots – 08:00 and 16:00 (UK time) – to choose from. The first talk will take place on 23 March 2021.

Chairman of the new Monthly Innovation Talk series, Stefan Rummel, says: **“Digital transformation can lead to huge value creation for our customers and our industry. In particular, digital and the use of AI have the potential to become a game changer in a variety of areas within our companies. Therefore, it's now time to make a deep dive into the topic and push it further on our agendas.”**

For more information, please click here: [exhibitionthinktank.com/events](https://exhibitionthinktank.com/events)

### About the ETT Club

The ETT Club is a worldwide exhibition industry platform for collaboration and innovation, founded by MBB-Consulting Group and supported by UFI. It has proudly welcomed over 600 industry peers since it started.



FREE EVENT  
FOR ETT CLUB GOLD MEMBERS

ett club  
Innovate + Network

NETWORKING | EDUCATION | INNOVATION

THE MONTHLY INNOVATION TALK:  
DIGITAL & AI

Chairman of the Monthly  
Innovation Talk

Join The Monthly Innovation Talk, a great ongoing conversation with like minded people to network and innovate around the Digital & AI topic.

STEFAN RUMMEL  
Managing Director,  
Messe Muenchen GmbH

ORGANISED BY: m33 Consulting Group ufi The Global Association of the Exhibition Industry

GOLD SPONSOR: EP EXPOPLATFORM

### 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](https://ufi.org/membersarea).

More information or questions: [engagement@ufi.org](mailto:engagement@ufi.org).

# Exhibition Think Tank Club

Upcoming events - access the ETT Club at [ExhibitionThinkTank.Com](https://ExhibitionThinkTank.Com)



**8 March**

Micro-Workshop: Selling Exhibitions Successfully  
PART I

For more information click [here](#)



**17 March**

Monthly Innovation Talk: Value Propotion.  
What value proposition events do we need to offer in the future?

For more information click [here](#).



**23 March**

The Monthly Innovation Talk: Digital & AI  
How can we use digital and AI to enhance the value of our business?

For more information click [here](#).



**16 March**

Micro-Workshop: Creating Easy To Understand Hybrid Digital Sponsorship Products

For more information click [here](#)



**22 March**

Micro Workshop: Selling Exhibitions Successfully  
Part 2

For more information click [here](#).



**31 March**

Micro-Workshop: Selling Exhibitions Successfully  
Part 3

For more information click [here](#).

For information about the ETT Club benefit for UFI Members click [here](#)



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

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

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

# 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](https://ufi.org/coronavirus).

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

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						

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						

AMERICAS						
Market	2020			2021		
	October	November	December	January	February	March
Argentina						
Bolivia						
Brazil						
Canada						
Costa Rica						
Cuba						
Chile						
Colombia						
Ecuador						
El Salvador						
Guatemala						
Honduras						
Mexico						
Nicaragua						
Panama						
Peru						
Uruguay						
USA						

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](mailto:fellow@ufi.org)



## News from Latin America

### Latin America moving forward as 56% of the markets has reopened

Great news from this region is that Buenos Aires and five other cities in Argentina are ready to restart MICE industry tourism from the 1st of March. At the beginning, the events will include the public only at national level, and as borders begin to reopen, regions will be added until they can return to normal with international visitors.

With the reopening of events in Argentina, 56% of the markets of Latin America would be operating today with certain restrictions and following their national safety protocols, as it is displayed in UFI's Market Status Tracker.

We were also glad to host our second UFI Connects in Portuguese, where we shared with our Brazilian colleagues' experiences of going digital and physical in 2020 and the road towards business transformation in 2021.

In other news, the first Latin America State Aid for COVID-19 document was published on the UFI Coronavirus Resources webpage. The document includes information of 15 countries of the region and lists support from the Latin American governments to businesses in general, as well as the exhibition industry in particular.



Photo: UFI connects visual 25 February.



### Latin America State Aid for Covid-19

This document lists support from the Latin American governments to businesses in general, and the exhibition industry in particular.

Specific measures related to our industry are highlighted in yellow, links to sources and more information are underlined in yellow.

We hope that by gathering together examples of financial and other support for the exhibition industry planned or already implemented, it will encourage other governments and policymakers to do the same in their respective countries.

Exhibitions and trade shows are the fastest of fast-tracks to economic recovery once the coronavirus crisis has passed and will deliver the best return on investment now.

The information contained in this document is subject to change. Last updated: 17 February 2021. If you have any updated information for your country or market please [email us](mailto:email us) and let us know.

Photo: Latin America state aid document visual.

## News from Middle East Africa

### The International Defence Exhibition in Abu Dhabi & Gulfood in Dubai

The United Arab Emirates made the news during the week 21-26 February as the country hosted 2 mega-scale exhibitions and summits live and in-person.

The trade shows were held in, and organised by, Abu Dhabi National Exhibition Center and Dubai World Trade Centre respectively, both proud UFI members.

**“Staging such large international trade shows while the world is still bearing the consequences of COVID19 pandemic is a clear manifestation of the power of face-to-face when coupled with added-value digital services”,** says Naji El Haddad, UFI regional director for the MEA region.

Both ADNEC and DWTC have implemented the highest standards and best practices related to safety and sanitisation providing the attendees with a safe environment for doing business and networking.

UFI will hold its regional conference for the Middle East & Africa region next May 26th in Dubai, UAE, live in-person. Hosted by Dubai World Trade Centre (DWTC), the much-awaited industry gathering will include expert talks, case studies, technology highlights, research findings reveal and more, with networking at the heart of it. All UFI members are invited to join and reconnect with friends and colleagues, make new ones, share experiences and opinions while enjoying the networking lunch and reception. For speaking opportunity, sponsorship or simply attendance, please e-mail [Naji@ufi.org](mailto:Naji@ufi.org)



Photo: Gulfood Exhibition at the Dubai World Trade Centre.



Photo: IDEX hosted at the Abu Dhabi National Exhibition Center.

# News from Europe

## Europe gets ready to reopen

While Russia remains the only European country currently running exhibitions, more will soon join them. The Spanish Minister of Commerce, Industry and Tourism confirmed at a press conference at IFEMA last month that Fitur would go ahead from 19-23 May with the full support of the national and Madrid government and with the cooperation of the national airline Iberia. While IFEMA has also announced another two shows in March and April, Fitur was declared “of national importance” and will welcome business travellers from all over the world, made possible by a strict Covid-19 testing policy.

The UK government has announced a roadmap for the resumption of all large-scale events from 21 June pending certain health targets are met. The Netherlands have successfully completed a second pilot event in the last month at Jaarbeurs in Utrecht.



Photo: IFEMA visual.



Photo: Back to live visual.

Please continue to check the Coronavirus resource page on the UFI [website](#), for updated information about countries reopening, from documents including the Exhibition Market Tracker (below, left) and the “European State Aid for Covid-19”(below, right) which has been updated and reformatted by the EEIA.

EUROPE	2020			2021		
	October	November	December	January	February	March
Austria						
Belgium						
Bulgaria						
Croatia						
Cyprus						
France						
Germany						
Greece						
Italy						
Ireland						
Latvia						
Lithuania						
Malta						
Netherlands						
Poland						
Portugal						
Romania						
Slovakia						
Spain						
Sweden						
Turkey						
Ukraine						
UK						

Photo: Exhibition Market Status Tracker visual.

### European State Aid for Covid-19

This document lists support from the EU and European governments to businesses in general, and the exhibition industry in particular.

Specific measures related to our industry are highlighted in yellow, links to sources and more information are [provided in yellow](#).

We hope that by gathering together examples of financial and other support for the exhibition industry planned or already implemented, it will encourage other governments and policymakers to do the same in their respective countries.

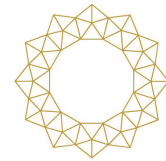
Exhibitions and trade shows are the fastest of footprints to economic recovery once the coronavirus crisis has passed and will deliver the best return on investment now.

The information contained in this document is subject to change. [Last updated: 05 February 2021](#). If you have any updated information for your country or market please [email us](#), and let us know.

Photo: European State Aid for COVID-19 visual.

# EEIA News from Brussels

## The European Commission reviews the EU trade strategy



EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

### Europe moves to organise safe travel

The European Exhibition Industry Alliance increased its advocacy intensity in the last weeks and among which direct contacts with policymakers and the publication of another Position Paper. In this Paper, EEIA welcomed the European Council plan to develop digital vaccination certificate and called upon EU Tourism Ministers to safely restore travel in a coordinated approach. It can be accessed [here](#).

Following high pressure from the entire travel and tourism ecosystem, including EEIA, important steps forward towards digital health passes and more concrete plans for reopening travel were announced on 1st March by the European Commission. The aim is to set a common direction towards opening and travelling safely in the EU and abroad. The Commission plans to introduce a packages of legislative proposals including a digital green pass that proves a person has been vaccinated against the coronavirus. Additionally, to prevent discrimination, the pass should also include results of recent COVID-19 tests or proof of immunity. The package of measures shall be adopted during this month of March. The digital green certificate is planned to be in place in three months.

### The European Commission has set out its trade strategy for the coming years.

Reflecting the concept of open strategic autonomy, it builds on the EU's openness to contribute to economic recovery by supporting green and digital transformations, and the fundamental transformation of the economy to become climate neutral. There is also a renewed focus on strengthening multilateralism and reforming global trade rules, to bring in fairer and more sustainable approaches. The strategy prioritises a major reform of the World Trade Organization, including global commitments on trade and climate, new rules for digital trade, reinforced rules to tackle competitive distortions, and restoring its system for binding dispute settlement. Where necessary, the EU will take a more assertive stance in defending its interests and values, including through new tools. The full document can be accessed at [trade.ec.europa.eu](https://trade.ec.europa.eu)

### Tourism Manifesto calls for exit strategy to restart travel and tourism.

The European Tourism Manifesto alliance calls for the development of a concrete EU roadmap to restart travel and tourism. Such a roadmap should be developed by the EU in close cooperation with industry and social partners, primarily via a newly created Commission Task Force for the Restoration of the Free Movement of People. This Task Force should base itself on risk-based and data-driven assessments, to identify the conditions and prospective scenarios under which current restrictions to international travel could be reconsidered and ultimately lifted in a coordinated manner across the EU and beyond. In particular, it would track the progress and impact of ongoing vaccination campaigns, as well as mitigation measures such as health safety measures, testing and quarantines, on travel within the EU and internationally. The paper details some recommendations that could be integrated in such a roadmap, supported by travel and tourism stakeholders, including the European Exhibition Industry Alliance (EEIA). The full paper is available at [tourismmanifesto.eu](https://tourismmanifesto.eu) This paper has been published on the UFI blog, and can be accessed [here](#).



Don't forget to log in!

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

# TCEB

## TCEB & 13 Key Associations Go Proactive with 20-Million-Baht Scheme

TCEB & 13 Key Associations Go Proactive with 20-Million-Baht Scheme & Supports to Thailand's MICE Industry

To tackle new emerging cases of the COVID-19 pandemic, Thailand Convention and Exhibition Bureau (TCEB) and 13 associations from MICE and travel industries proudly present a series of meaningful efforts for the "Thailand A Safer Place for Meetings" campaign to stimulate the increase of domestic MICE traffic through special events, human development programs as well as high health and safety standards.



Upon TCEB's President Mr. Chiruit Isarangkun Na Ayuthaya, this campaign successfully created 1,049 group meetings in over 50 city destinations, and welcomed 62,000 delegates last year, resulting in more than 130-million-baht revenue generated nationwide. In 2021, TCEB has furthered our financial injection of 20 million baht as an initial budget together with strong supports from related associations to maintain this success momentum for local and international events' immediate and long-term plans by (1) Implementing marketing promotion for entrepreneurs, (2) Stimulating regional activities to boost local economies, (3) Elevating events' hygiene and safety standards, (4) Supporting public agencies' activities, (5) Attracting international MICE events to Thailand, and (6) Pushing for government policy support.

Relatively, to align with the Royal Thai Government's policy to promote the national economy, TCEB's Exhibition Department has launched our flagship agenda, "Thailand's LOG-IN Event Series II" which covers all relevant 12 S-curve sectors particularly in Eastern Economic Corridor (EEC) in Thailand, as part of our continuous supports to all stakeholders in Thailand's exhibition industry.

For more details, please contact: [Exhibitions@tceb.or.th](mailto: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:](#)

**GERMAN TRADE FAIR INDUSTRY DEMANDS CONCEPT FOR RE-START**

**EUROPEAN EXHIBITION INDUSTRY WELCOMES EUROPEAN COUNCIL PLAN TO DEVELOP DIGITAL VACCINATION CERTIFICATE**

**LONG-TERM VIEWS AND RESILIENCE: WHAT THE CALIFORNIA REDWOODS CAN TEACH US** Blogger: Stephanie Selesnick, International Trade Information, Inc.

**ALL SECURE GUIDELINES**

**SISO/UFI DEEPER DIVE: CASE STUDY ON SURF EXPO**

**COMING OUT OF YOUR SHELL** Blogger: Julian Agostini, Mash Media.

**COVID-19 AND ITS IMPACT ON 2020**

**MESSAGE FROM UFI PRESIDENT ANBU VARATHAN** Blogger: Anbu Varathan, President of UFI

**EUROPEAN EXHIBITION INDUSTRY ALLIANCE (EEIA) WELCOMES EU COUNCIL RAPID ANTIGEN TESTS AND VACCINATION DECISIONS AND CALLS FOR SPEEDY IMPLEMENTATION**

**EXHIBITION INDUSTRY SUPPORTS GREEK INITIATIVE FOR EU DIGITAL VACCINATION CERTIFICATE & GLOBAL SOLUTION WITH IATA TRAVEL PASS**

**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

All blog posts are available at [blog.ufi.org](https://blog.ufi.org).

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

## News updates from our media partners



### BEIJING NEW EXPO INTERNATIONAL CULTURE AND MEDIA CO.

It is a media company 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](#)



### BAUMA CONEXPO INDIA 2021 WILL NOT TAKE PLACE

The decision to not hold North India's leading trade fair bauma CONEXPO INDIA comes after deliberations with stakeholders and a comprehensive study of the market in solidarity with the industry's concern. [Link](#)



### ENGLAND COULD LIFT EVENT RESTRICTIONS FROM 21 JUNE

Most restrictions on events taking place in England could be lifted by 21 June, UK prime minister Boris Johnson has said. However, some events may be permitted to go ahead with restricted capacities, with up to 1,000 people or 50% capacity permitted from 17 May. [Link](#)



### THE AGENCIES, TO THE GARDEN OF THE REPUBLIC

While the protocols for the fairs and congresses to return in person in March are being analyzed, Tucumán applied to host the annual meeting of travel agents. [Link](#)



### ARGENTINA, COUNTRY INVITED TO THE VITRINA DE ANATO

The reactivation of tourism in Latin America continues to receive good news. This time it is about the confirmation of Argentina as guest of honor in the 40th edition of the Vitrina Turística de Anato (Colombian Association of Travel and Tourism Agencies), which will take place in Bogotá from April 28 to 30. [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](#)



### CONVENTION AUSTRIA IS PLANNING A LIVE PREMIERE IN AUTUMN

The new date for Convention Austria - a trade fair for the Austrian MICE industry - has been set. From October 4th to 7th, 2021, the premiere of the event format will take place in Linz in cooperation with Österreich Werbung and Oberösterreich Tourismus. [Link](#)



### MWC SHANGHAI STARTS WITH THE EXPECTATION OF 20 THOUSAND VISITORS

MWC Shanghai 2021 started, one of the most important fairs in the world for the mobile phone industry. The event takes place in China in an experience that combines face-to-face and virtual elements, heralding a new era of connectivity and collaboration for the mobile industry. [Link](#)



### INFORMA MARKETS STEPS UP VIRTUAL EVENT TRAINING

Informa Markets is preparing for the continuing reality of virtual and hybrid events through a new partnership with the Virtual Events Institute (VEI). The industry leader will roll out the VEI certification training to its 4,000-plus employees globally — more than 1,000 colleagues have already registered to date. [Link](#)



### TSSN SUPPORTS EVENT RELIEF 2021 24 HOUR GLOBAL VODCAST MARATHON

To lend a hand to fellow #eventprofs who may be suffering from job losses and mental health challenges, mark your calendars for the first-ever Event Relief 2021, a 24-hour global “vodcast” marathon created to raise funds for event industry professionals experiencing personal and financial hardships due to the COVID-19 pandemic. [Link](#)



### RESILIENCE: HOW THE CORONAVIRUS PANDEMIC CHANGED ASSOCIATIONS FOR GOOD

Staff members have been made redundant, or temporary contracts have not been renewed, putting additional pressure on already strained teams. Congress and meetings teams have been stressed by rescheduling, cancelling, or creating new digital events. Fears about the future have become pervasive. [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](mailto:info@ufi.org).**

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