

UFI Info

April 2021



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

Info is published by
UFI Headquarters &
European Regional Office
17, rue Louise Michel
92300 Levallois-Perret
T: +33 1 46 39 75 00
info@ufi.org

Asia-Pacific
Regional Office
Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China
T: +852 2525 6129
asia@ufi.org

Middle East-Africa
Regional Office
Info Salons Middle East
Office, Dubai, UAE
T: +971 50 8089105
mea@ufi.org

Latin America
Regional Office
Corferias, Colombia
T: +571 3445486
latam@ufi.org

Contents

Calendar of UFI Events and Meetings	03
Welcome from the UFI President	04
CEO Column	05
Good Practice Guide from G3 Partners	06
Global Exhibitions Day will take place on 2 June 2021	07
UFI Exhibitions Management School	08
UFI Certified Professional designation	09-10
Female Leadership Special Interest Group	11
UFI Global Working Group Meeting	12
Exhibition Think Tank Club	13
ETT Club Upcoming Events	14
UFI Connects	15
Market Status Tracker	16
Regional News from Latin America and Middle East Africa	17
News from Europe	18
News from Asia-Pacific	19
EEIA News from Brussels	20
UFI Members Login Page	21
TCEB Diamond Sponsor Update	22
Shenzhen World Diamond Sponsor Update	23
UFI Blog	24
News updates from our Media Partners	25

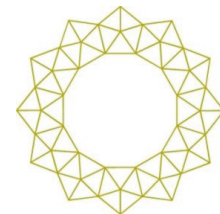


Innovate + Network

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: Uncovering Early Adopters & Moving the Mainstream	14 April 2021	www.ufi.org/uficonnects
UFI connects: Sustainability in Exhibitions	22 April 2021	www.ufi.org/uficonnects
UFI connects: MEA Conference a Preview	27 April 2021	www.ufi.org/uficonnects
UFI connects: Asia-Pacific Conference a Preview	29 April 2021	www.ufi.org/uficonnects
UFI Asia Pacific Conference 2021	20 May 2021	www.ufiasia.org
UFI MEA Conference 2021	26 May 2021	www.ufimea.org
UFI European Conference 2021	9-10 June 2021	Online
UFI LATAM Conference 2021	10-11 August 2021	Buenos Aires, Argentina
88th UFI Global Congress	3-6 November 2021	Rotterdam, The Netherlands

UFI Education

Meeting	Date	Venue
UFI Exhibition Management School	28 June - 23 July 2021	www.ufi.org/education

UFI Supported Events

Meeting	Date	Venue
SISO CEO Summit	12-15 April 2021	Amelia Island, FL (USA)
ETT Club: People, Skills & Training Town Hall Meeting	15 April 2021	exhibitionthinktankclub.com
ETT Club Panel Discussion: First Tradeshow Have Happened: What Lessons Have We Learned?	19 April 2021	exhibitionthinktankclub.com
ETT Club Monthly Innovation Talk: Digital & A.I	21 April 2021	exhibitionthinktankclub.com
ETT Club: Monthly Innovation Talk: Value Proposition	28 April 2021	exhibitionthinktankclub.com

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues and friends,

Normally at this time of year, the show season reaches one of the annual peaks around the world. Yet, one year into the COVID pandemic, venues around the world are serving as vaccination centres and emergency hospitals still in many cases, rather than welcoming show attendees.

At UFI, we are tracking the recovery of exhibitions and business events. Where shows have taken place, exhibitors and visitors have expressed their satisfaction with attending shows, as well as reporting good business.

Confidence remains the key to reassuring customers and visitors that business events can be operated in a controlled environment, whilst adhering to local regulations and policies, and minimising associated health risks. Early indicators from events that have successfully taken place around the world sustain this argument. And to support the re-opening of events and the wider exhibition industry, the third edition of the Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events is now available. The report produced jointly by AIPC, ICCA and UFI, is a wonderful example of collaboration. And this is the power of our industry, to collaborate so that we can meet again!

UFI is witnessing the need and request from the industry to meet again. We are thrilled to offer the MEA Conference as an in-person event in Dubai on May 26! In line with UFI's mission and responsibility to connect and bring together the exhibition industry community, the association is committed to holding regional conferences this spring.

2021 will be a pivotal year for the global exhibition industry. We know our industry will recover thanks to a combination of on-site physical meetings and online digital tools, but "how" we do this will be the question going forward. How the future of our industry looks will be a key focus of the UFI MEA Conference. I look forward to seeing you face-to-face in Dubai. I can't wait to meet leading players from the Middle East and Africa region and beyond, to network, exchange ideas and forge new partnerships.

Over the years, UFI Regional Conferences have become highly rated and relevant gatherings for learning and networking in the regions. Join us and don't miss your chance to connect online and in-person with event professionals from all over the world!

Best regards,

A blue ink signature of Anbu Varathan.

Anbu Varathan, UFI President

Dear colleagues,

Around two years ago, we began to review and re-imagine the way that UFI is providing education for you, our members, and for the wider exhibition and business events industry.



Just now, we have reached a central milestone – as requested countless times throughout recent years, we are now able to offer a designated certification for industry colleagues from around the world who want to show that they successfully concluded UFI educational programmes. We call it “UCP – UFI Certified Professional”. You can read more about it in this UFI Info.

UFI has, of course, successfully been involved with and run programmes like the “Exhibition Management Degree” for many years. Our Forums and topical events are a core source of education and industry best practices, and partnerships like we have with Kölnmesse and Cologne University for the “International Summer School” are held in high regards – rightfully so.

Over the past years, we have expanded our educational programming, and launched two new core programmes. We began with the “Venue Management School – VMS”, in partnership with the VMA. Here, we provide business school style condensed education for venue professionals. Every edition of the programme since its launch has been sold out, and we are ready to enlarge the programme as soon as the pandemic allows. Then, last summer, we launched the “Exhibition Management School – EMS”, in partnership with MBB-Consulting. Together with more than 40 senior industry leaders from within our UFI membership community, we developed a curriculum that covers what today rising leaders need to know. We have run the first two classes in recent months, the third one will begin in June.

With these two programmes in place, we can offer the “360 view” for management in our industry for both organiser and venue professionals.

At the same time, our industry is as diverse as the regions where we operate and as the industries we serve. And many existing programmes are rightly criticised for a “one size fits all” approach, expecting that one curriculum, one set of lectures, should work for everyone.

Our answer to that is, again, the power of collaboration. Both our core programmes, the EMS and the VMS, are taught by regional lecturers, using regional examples and insights to convey the learnings. We are extremely grateful to our industry colleagues who give their precious time to share their knowledge and time to teach!

And beyond that, we are putting together a catalogue of modular educational offers – some produced by us, others from our existing partners, and others again from new educational partners. The first of these new offers will run as soon as this spring!

We are strong as an industry because we work together – this certainly is one of the lessons that the current pandemic is teaching us. It is as well part of the central idea of why associations like UFI exist. So, within the UCP framework, we are collaborating with all interested education partners who want to join, and fulfil the programme criteria. We put each partner for approval to the UFI Executive Committee – like we do it with every member application.

For you, this means that you can “mix and match” from a diverse programme, according to your very own educational needs. And whatever combination of elements you choose – they all add up to our new UCP designation, that will allow you to signal to employers and peers that you have obtained outstanding industry training.

Best Regards,

Kai Hattendorf, UFI Managing Director / CEO

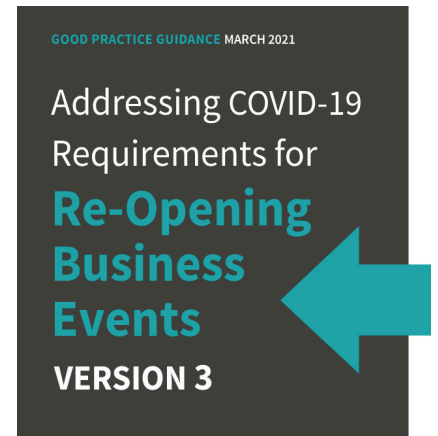
Good Practice Guide from G3 Partners

AIPC, ICCA and UFI released third updated and expanded edition

The report is produced jointly by AIPC, the International Association of Convention Centres, ICCA, the International Convention and Congress Association, and UFI, the Global Association of the Exhibition Industry. Driven by their Joint Safety & Security Task Force, the three associations have been engaged in assisting their members, and the industry at large, since the beginning of the COVID-19 crisis, and the third edition of this key resource is just the latest example of this continuous support.

Produced jointly by AIPC, ICCA and UFI, and driven by their Joint Safety & Security Task Force, the three associations have been engaged in assisting their members, and the industry at large, since the beginning of the COVID-19 crisis, and the third edition of this key resource is just the latest example of this continuous support.

To support the re-opening of events and the wider exhibition industry, G3 partners are pleased to announce the launch of the third edition of the **Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events**. The report is produced jointly by AIPC, the International Association of Convention Centres, ICCA, the International Convention and Congress Association, and UFI, the Global Association of the Exhibition Industry.



Driven by their Joint Safety & Security Task Force, the three associations have been engaged in assisting their members, and the industry at large, since the beginning of the COVID-19 crisis, and the third edition of this key resource is just the latest example of this continuous support. The guide follows a series of COVID-19-related publications released by the three associations, and is now being shared with the global exhibition community to support their work in creating conditions and safeguards that will enable the smooth re-opening of activities, whilst observing the needs and expectations of governments and health authorities.

AIPC, ICCA and UFI stress that this guidance is just that: guidance based on examples. Specific local, regional and national health, safety, environmental, compliance and legal requirements differ vastly from country to country, from service to service and from product to product, and this guidance is not intended to represent or supplant this.

“Alongside resilience, event venues must demonstrate adaptability, agility and innovation in the learning and re-application of insights from emerging practices as a result of COVID-19. As the global crisis and response evolves, business visit bubbles will play a significant role in allowing business exchanges and personal interactions to happen,” says Aloysius Arlando, AIPC President. **“The world’s first bubbled business exchange, Connect@Changi in Singapore, is an important milestone in the progressive re-opening of Singapore’s borders and in facilitating face-to-face meetings between participants from different countries using approved testing regimes, without the need for quarantine in Singapore. It is a showcase of the collaborative spirit and innovation amongst like-minded partners to put in place such a facility at the Singapore EXPO & MAX Atria, in less than 14 weeks. This temporary facility is a firm reminder of the role face-to-face meetings play in bridging that important human connection, which fuels economic progress.”**

“With each iteration of the Good Practice Guide, we can see the difference that collaboration and knowledge-sharing make in re-starting the meetings industry. The new insights shared by convention centres offer an invaluable perspective on re-opening in the face of the current challenges caused by the pandemic. It is vital that our industry returns to face-to-face events quickly, safely and efficiently. This update is an excellent resource for any organisation in our industry to understand the very latest innovative and adaptive approaches,” says James Rees, ICCA President.

“At UFI, we are tracking the recovery of exhibitions and business events around the world. Where shows have taken place, exhibitors and visitors have expressed their satisfaction with attending shows, as well as reporting good business. This guide is a ready reckoner for global good practices, and as a service to the entire events and exhibition industry, we are making it available for all stakeholders globally. Standing together, working together – this defines our whole sector, and, for me personally, the G3 alliance between AIPC, ICCA and UFI is a wonderful example for this power of collaboration,” says Anbu Varathan, UFI President.

As with the previous guides, this latest publication has been a collaborative project between parties from across the industry. It draws upon the direct, practical experiences and expertise of members who are dealing with the impact of COVID-19 on a daily basis, and the three association Presidents acknowledge this invaluable contribution in making the content as relevant as possible. To download the guide, click [here](#).

Global Exhibitions Day 2 June 2021

The sixth annual celebration will celebrate the safe return of exhibitions

Global Exhibitions Day (GED) recognises the important role that trade exhibitions play in driving economies throughout the world.

The COVID-19 pandemic has had significantly detrimental, and potentially lasting, effects on the global economy, across nearly all business sectors and regions. Exhibitions have traditionally played a role in bolstering and growing economic sectors, but this year they will play a new role – rebuilding and recovering communities.

The 2021 GED campaign will focus on just how instrumental exhibitions are in creating platforms for growth and recovery, while also instilling confidence in others to participate in organised events that prioritise safety and success in equal measure.

While the event is hosted by the global association of the exhibition industry, UFI, all members of the sector are encouraged to join the GED celebrations on 2 June by recognising the impact of exhibitions on local economies – both in building businesses and connecting people all around the world.

Anbu Varathan, UFI President says: **“Now in its sixth year, GED is a perfect opportunity to celebrate the exhibition industry and raise the sector’s profile as one of the most vital contributors to economic recovery. Let’s celebrate Global Exhibitions Day together on 2 June 2021!”**

Photo: Global Exhibitions Day Logo.



**GLOBAL
EXHIBITIONS
DAY #GED2021**
GLOBALEXHIBITIONSDAY.ORG

From videos to meetings with policy makers, webinars to hybrid events, webcasts to social campaigns, virtual running parties, and more, UFI would like to invite all event industry professionals and enthusiasts to get ready for and get involved in the many different events that will be taking place around the world – and help make GED2021 the best Global Exhibitions Day yet!

How to contribute to this year’s GED, and become part of a dynamic global community:

- Regularly visit www.globalexhibitionsday.org for updates and developments
- Join a local GED2021 initiative or be inspired to set up your own
- Follow GED2021 on social media via Twitter, Facebook, YouTube, WeChat and LinkedIn
- Encourage peers and colleagues to participate

As in previous years, GED partners have been collaborating on this important day of advocacy for the exhibitions industry, and UFI will soon share the results of this ongoing collaboration on the GED2021 website.

For more information and regular updates, visit www.globalexhibitionsday.org

List of #GED2021 partner associations under the UFI umbrella:

AAXO, AEFI, AEO, AFE, AFECA, AFIDA, AMPROFEC, AOCA, AUMA, CAEM, CEFA, CENTREX, CFI, EEAA, EEIA, EFU, EMECA, EXSA, FAIRLINK, FAMAB, HKECIA, ECA, IDFA, IECA, IEIA, IELA, IFES, LECA, MACEOS, MFTA, PCEI, RUEF, SACEOS/SECB, SCEIA, SISO, TEA, TECA, TFOA, UBRAFE and UNIMEV.

UFI Exhibition Management School

The 3rd edition will take place online from 28 June to 23 July 2021

Delivered by a faculty of industry experts, the UFI-EMS combines both global insights and regional expertise for the European region.

The Exhibition Management School is one of the foundation programmes for the UFI Certified Professional designation (UCP).

We are proud to bring you content, in line with today's new reality!

In this edition program:

- Agile Cross-Sales Strategies
- Customer Centricity & Care
- Cross-Channel Exhibition Marketing
- Digital Innovation
- Human Resources & Leadership
- Global Business Development
- Budget and P&L
- Strategy Creation and Development

EARLY BIRD RATE

For UFI members: €805.50 instead of €895.

For non members: €1,075.50 instead of €1,195.

Mark your calendar for the next UFI-EMS Europe

The 10 sessions will run between noon – 2:00pm CEST on the following days:

28 June, 29 June, 1 July, 6 July, 8 July, 13 July, 15 July, 20 July, 22 July & 23 July.

Register here: ufi-ems.com. For any questions, please contact ems@ufi.org.

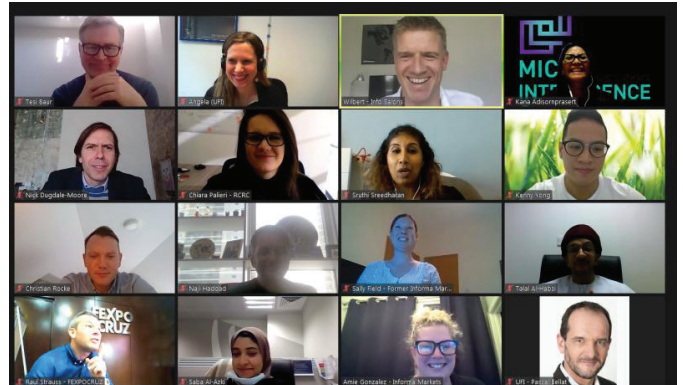


Photo: UFI-EMS January 2021 Visual

UFI Certified Professional (UCP) designation

Latest educational offering from UFI

Kai Hattendorf, UFI CEO and Managing Director, says: **“our members have been requesting an UFI endorsement of our education, so they can signal to employers and peers that they have obtained outstanding industry training. Therefore, we are very pleased to introduce the UCP designation, a new, flexible approach in our industry serving different educational needs around the world.”**



Photo: UCP Logo

ufi certified professional

The launch of the UCP designation is the next step in UFI's evolution of its educational offers. In 2017, UFI and the Venue Management Association (VMA) began offering the UFI-VMA Venue Management School in Asia. And in 2020, despite the pandemic, the association launched the UFI-Exhibition Management School, and the first classes have already taken place for Asia and the Middle East and Africa region.

Going forward, both programmes will form the core of the UFI Certified Professional designation, which is available to industry professionals who complete ten credits' worth of training across various topics. Participants need to complete either the UFI-VMA Venue Management School or the UFI-Exhibition Management School programmes.

Participants will achieve the remaining credits from specialisation modules. These can be picked from educational offers provided both by UFI and our UCP partners, who will deliver UCP-approved training around the globe. These modules vary in topic, and allow the programme to be flexible according to participants' individual interests and professional goals.

In time for the UCP launch, an initial group of three educational partners have been selected for the programme: MBB-Consulting Group (UK), Virtual Events Institute (USA) and Rego (UK).

The UCP is a self-paced programme, meaning there is no time limit or minimum duration. It is fully customisable, allowing participants to choose the timelines, topics and locations that suit them best. Additional benefits beyond the classroom include networking, specialisation and career development.

Matthias Tesi Baur, founder of MBB-Consulting Group, says: **“the exhibition industry is facing huge challenges and changes in the years to come, and will need to attract diverse and widely skilled talents for that journey of change. Ongoing education and training play a vital role, ensuring young, skilled people join our industry and stay. The UFI Certified Professional programme is a great way to increase the attractiveness of our industry and to make us collectively stronger. MBB is extremely proud to be a partner of the programme and want to thank UFI for this initiative.”**

Sophie Ahmed, CEO of Virtual Events Institute, adds: **“through its training programme, the Virtual Events Institute is supporting event change-makers around the world to deliver exceptional virtual and hybrid experiences. We will provide UFI members with the knowledge and skills to create new experiences, capitalise on new revenue streams, grow their brand and break into new markets. We are delighted to be working with UFI to help its members maximise their success.”**

Rego CEO, George Stylianou, confirms: **“becoming an UFI education partner has presented us with a fantastic opportunity to share The Rego Approach, a unique body of learning, developed over the last 25 years, to empower our people to consistently deliver stellar results. We very much look forward to working closely with UFI to further develop professionals across the exhibitions industry.”**

UFI Certified Professional (UCP) designation

Course Information

Participants, partners and employers, please visit: ufi.org/education/ucp for more information on modules and applications.

[Click here](#) to find the list of training courses, that have been carefully vetted and approved to serve under the UCP umbrella. All courses are offered in English, VEI Training Programmes are also available in Mandarin and Portuguese. UFI members benefit from preferential rates.

Training	Date	Credit Hours	UCP Partner
Profitable Influencing	12-13 May 2021	4	The Rego Group
Managing in a Virtual Environment	19-20 May 2021	4	The Rego Group
Exhibition Strategy Creation	8 September 2021	4	MBB Consulting Group
Exhibition Portfolio Management	8 September 2021	4	MBB Consulting Group
Digital Innovation for the Exhibition Industry	9 September 2021	5	MBB Consulting Group
Commercial Exhibition Strategy / Budgeting and Pricing	9 September 2021	4	MBB Consulting Group
VEI Training Programme (Available in English, Mandarin and Portuguese)	On-Demand	16	Virtual Events Institute

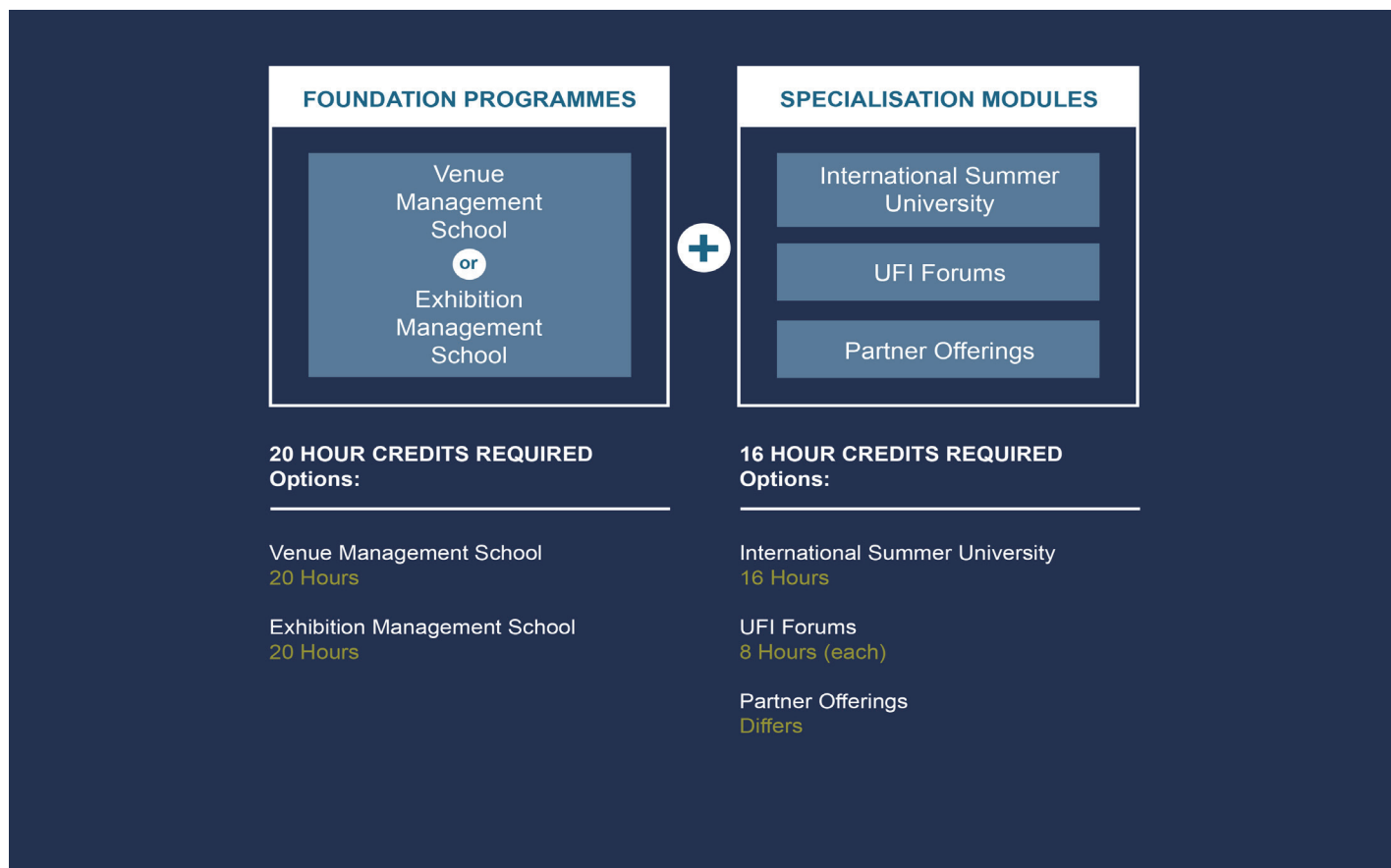


Photo: UCP Visual.

Female Leadership

Special Interest Group

Launched in March 2021, the Female Leadership Special Interest Group focusses on empowering women in the industry and aims at helping them to shape their career paths.

Gender equality is in our interest as human beings both for women and for men!

Inclusivity is not only about meeting the immediate economic needs of women, but lays out a long-term strategy for creating stronger systems and companies that reflect the experiences and contributions of women in the workforce and in society.

Diverse thinking is crucial for success of a company, people from different genders and cultural backgrounds bring to the table new points of view, “outside the box” thinking and economic benefits.

First and foremost, we want to raise awareness and extend support for more gender equality in the exhibitions industry. We will set up regular meetings to discuss new approaches to transform companies' culture and drive change. The group is open to all, men and women!

Our first meeting will take place in April. We invite everyone who wants to take part to get in touch and share with us the topics they want to discuss.

Contact us: femaleleadership@ufi.org



Photo: Female Leadership Visual.

UFI Global Working Group Meeting

The representatives of the different UFI Working Groups join forces

On 18 March, UFI held a global meeting with the representatives of the different UFI Working Groups to discuss possible challenges/opportunities across all groups' activities.

Join forces across working group for specific topics

The group discussed the importance of having common interests among the groups to develop topics that have a broader reach within the industry.

In the immediate, the following topics were already identified: Hybridisation, Advocacy and Re-opening. These themes are key for the industry and particularly important considering the current industry situation.

More joint meetings with the representative of the groups will be organised regularly to facilitate the exchange.



Photo: The Global Meeting via Zoom.

Another topic that was mentioned during the meeting is the connectivity and activation of the members.

The issue is fundamental for the quality of the exchange among the industry professionals.

UFI is therefore delighted to foster the collaboration between UFI and the Exhibition Think Tank Club (ETT Club) to achieve this goal. As global e-platform dedicated to the exchange among exhibition industry professionals, the ETT is a great opportunity to network, debate and continue to help the industry move forward.

The groups participants, and in particular the chairs and vice chairs, have been invited to join the discussion with the members of the ETT Club, on several supports such as WhatsApp groups, LinkedIn and other Social Media channels.

As example of the synergy that can be build, the responsible of the ETT Club, Tesi Baur from MBB Consulting, underlined that the topic of "Re-opening" has been identified as particularly important and has risen the attention of several professionals in the ETT Club.

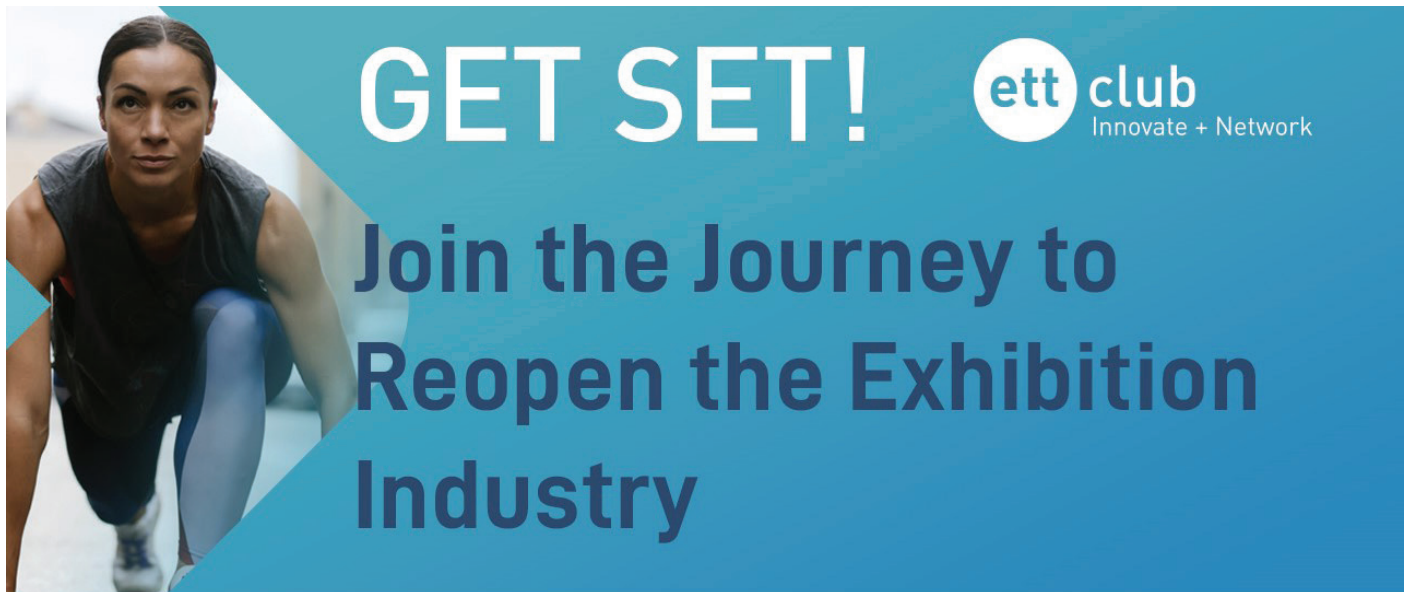
The groups were represented by:

- **Digital Innovation:** Matthias Tesi Baur, MBB Consulting; Gunnar Heinrich, adventics GmbH – Innovation for the Exhibition Industry
- **HR:** Robert T. Heinemann, Heinemann Management Consulting GmbH
- **Industry Partners:** Ravinder Sethi, R.E Rogers India Pvt. ; Jo-Anne Kelleway, Info Salons Group ; Sebastian Witt, jwc GmbH
- **Marketing:** Holger Feist, Messe München; Dorota Wallusch, Grupa MTP
- **Operations & Services:** Stefan Eckert, Koelnmesse GmbH; Jules Broex, RAI Amsterdam
- **Sustainable Development:** Stephanie Mathas, RAI Amsterdam; H. S. (Vicki) Bedi, P.S. BEDI & Co. Pvt. Ltd

UFI thanks the representatives of the groups for their enthusiasm and support.

Exhibition Think Tank Club

Launched a new initiative “Journey to reopen the exhibition industry”



ETT Club, a global exhibition think tank to innovate and collaborate.

#ETTJourneyToReopen

JOURNEY SPONSOR



IN PARTNERSHIP WITH



GOLD SPONSOR



As some regions begin to host live events again, and others wait for restrictions to lift, the ETT Club is proud to support the exhibition industry through the process of reopening, with its new “**Journey to reopen the exhibition industry**” project.

This series of online sessions will invite friends of the exhibition industry to share their insights, knowledge and experiences of how to reopen events, to support others along the journey of reopening. The project is a positive sign to the global exhibition industry that, by sharing knowledge, we can all support each other to come out of the crisis even stronger.

To support the initiative, the ETT Club asked some industry contacts to act as ambassadors for the project or to submit ideas for online sessions. So far, more than 50 senior exhibition professionals joined as ambassadors and are currently developing a wide range of online sessions from the ideas submitted.

The online sessions began on 31 March, with ETT Club members from the Middle East sharing their insights and experiences of reopening live shows. The ETT Journey to reopen the exhibition industry is set to conduct online sessions until at least June, as the aim is to help the global exhibition industry to kick-start their business quicker and smoother through knowledge sharing.

To register and access our upcoming Journey to reopen the exhibition industry events, click [here](#).

The Exhibition Think Tank Club, founded by MBB Consulting Group and supported by UFI, is a global online platform for exhibition industry professionals to network, debate and continue to help the industry move forward. Make the Exhibition Think Tank your resource for staying ahead of industry developments and the go-to networking platform for the industry.

UFI Members benefit: Each UFI Member company can enjoy up to 2 free “ETT Club Gold Memberships”.

Log in UFI Members’ Area to get yours! www.ufi.org/membersarea.

More information or questions: engagement@ufi.org.

Exhibition Think Tank Club

Upcoming events - access the ETT Club at ExhibitionThinkTank.Com



People, Skills & Training: Town Hall Meeting
15 April 2021 - Choose one of 2 times
 (08:00 or 16:00 UK time)
 For more information click [here](#)



Panel Discussion: First Tradeshows have happened – What Lessons have we learned?
19 April 2021 - Choose one of 2 times
 (08:00 or 16:00 UK time)
 For more information click [here](#)



The Monthly Innovation Talk DIGITAL & AI. How can we use digital & AI to enhance the value of our business model?
21 April 2021 - Choose one of 2 times
 (08:00 or 16:00 UK time)
 For more information click [here](#)



The Monthly Innovation Talk: Value Proposition. What value proposition events do we need to offer in the future?
28 April 2021 - Choose one of 2 times
 (08:00 or 16:00 UK time)
 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
#uficonnects

To watch the sessions visit the website: 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.

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.

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

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						

MEA						
Market	2020			2021		
	October	November	December	January	February	March
Algeria						
Bahrain						
Egypt						
Jordan						
Kuwait						
Lebanon						
Morocco						
Oman						
Qatar						
Saudi Arabia						
South Africa						
UAE						

News from Latin America

Government support plan approved in Brazil

Great news from this region: PERSE, a central government emergency support plan for the events industry, was approved by the government in Brazil during March. This program became the first of its kind in the region, as it covers the whole country through its centralised approach, differing from programs in other countries in LATAM with a city-oriented reach. PERSE provides payment terms for debts, special lines of credit, non-payment of certain social contributions, among others.

Our LATAM Regional Director, Ana Maria Arango, held a meeting earlier this month with Camila Delgado, Executive Director of AFIDA - America's International Exhibition Association at Coferias in Bogotá, Colombia, to coordinate activities between the two associations this year. She was also invited to participate in a Spotify Podcast "Expo Mundo", where she talked about the trends and important issues about the exhibition industry in Latin America.

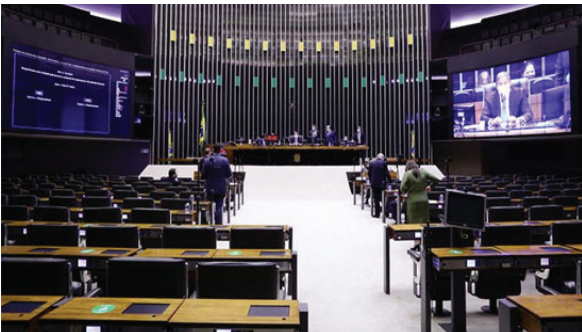


Photo: PERSE Brazil Visual.



Photo: UFI - AFIDA Meeting.

News from Middle East Africa

MEA Chapter Meeting

The UFI MEA Chapter meeting took place on March 29. It was attended by 90 event professionals from our member companies. The meeting was an occasion to pay tribute to Sonia Thomas who left UFI after 15 years of service as COO, and welcoming Marie-Laure Bellon as the new UFI COO.

Naji EL Haddad, UFI's regional director for the MEA region, moderated the session and shared latest UFI activities with the attendees. The highlight was the upcoming [UFI MEA Regional Conference](#) that will take place in Dubai World Trade Centre, Wednesday May 26, 2021. Most participants showed interest in attending the conference in May. The meeting was an opportunity for the attendees to share industry updates from their relevant cities. Around 15 people from 15 different entities and cities contributed to the discussion and enriched the attendees with latest insights and information.

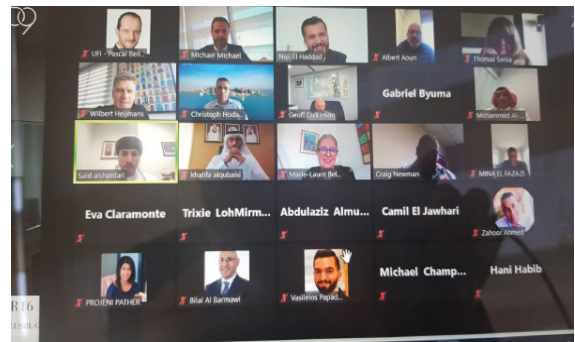


Photo: MEA Chapter Meeting Zoom Visual.

News from Europe

Europe Reopening “UFI connects”

On Wednesday 24 March we hosted a European-focused UFI connects which featured Maria Valcarce, Director of Fitur, IFEMA (pictured), Riemer Rijkema, Director of Dutch live events association and new UFI member CLC-VECTA and also from Holland Pieter Lubberts, CEO of Backbone International.



Photo: UFI connects visual.



Photo: Maria Valcarce, Director from Fitur (IFEMA).

Maria talked about HIP Expo (professional hospitality expo) which successfully took place from 22-24 March at IFEMA, regulations in Spain and support from the national government, and the forthcoming 40th edition of Fitur which kicks off in May. Moving to Holland – Riemer and Pieter gave a presentation about the Dutch pilot events that have been taking place in cooperation with the authorities there to ensure the swift return of events.

You can watch the recording of the session [here](#).

Please help! Share your reopening news with us!

We want to know when our European members are planning to hold their first exhibitions. The first trade show in the UK since March last year will be International Confex, which takes place at ExCeL London on 22 & 23 June, organised by UFI Media Partner Mash Media (Exhibition World).

Please email nick@ufi.org and tell us when you are planning your first events. Perhaps our Regional Director Nick Dugdale-Moore can visit!

Also – please check the “Exhibition Market Tracker” on coronavirus resource page on the UFI website (ufi.org/coronavirus) and let us know if the information for your country needs updating.

News from Asia-Pacific

Update from Japan “UFI connects”

On Wednesday 17 March we hosted a Asian-focused UFI connects which featured Yuko Furuichi (pictured), President & CEO Comexposium Japan and Christopher Eve, Senior Vice President at Informa Markets Asia.



Photo: UFI connects visual.



Photo: Yuko Furuichi President and CEO Comexposium Japan.

Since COVID-19 halted exhibitions in early 2020, a few markets have managed to get back to business. Organisers in Japan, the second largest exhibition market in Asia, have been running events since the third quarter of 2020. In this session, Yuko discussed lessons learned from the hybrid event that her team organised last year and Chris took the registered delegates through all the health and safety measures that Informa Markets in Japan put in place to restart their events in the second half of 2020.

You can watch the recording of the session [here](#).

Join us online for UFI’s 2021 Asia-Pacific Conference!

The 15 edition of the UFI Asia-Pacific Conference will be held online on 20 May 2021. Registration is open now! The details can be found [here](#). The registration fee is just US\$120 for UFI members and US\$180 for any non-members.

This marks the first time in the history of this conference that it will be held in an entirely digital format. UFI expects approximately 300 delegates to gather online to network and to discuss the likely path to recovery after the global pandemic is finally behind us.

With COVID-19, the exhibition industry is facing the most serious crisis in recent history. So join us on 20 May 2021 - as the 15th edition of the annual UFI Asia-Pacific Conference focuses on the months and years of recovery ahead for our industry.

Confirmed speakers include:

- **Margaret Ma** (CEO of Informa Markets in Asia);
- **Jor Zhou** (CEO of China at GL events);
- **Wendy Lai** (Vice President of Exhibitions at Global Sources);
- **Siew Hoon Yeoh** (Founder of Web-in-Travel);
- **Tom Mouhsian** (Principal Analyst at Forrester Research)

Over the last 15 years, the UFI Asia-Pacific Conference has evolved into the region’s most important annual event serving exhibition industry professionals.

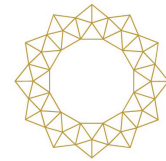
Given the challenges we are facing, UFI is expecting this edition to bring together an even larger collection of industry leaders from organisers, venues, service providers and government bodies.

Don’t miss the unique opportunity!

Register [here](#).

EEIA News from Brussels

European Innovation Council Launched



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EU plans green vaccination certificate and harmonised path to re-opening

The Commission has proposed legislation for creating a Digital Green Certificate, which will facilitate safe, free movement within the EU during the COVID-19 pandemic. The Digital Green Certificate will be proof that a person has been vaccinated against COVID-19, has received a negative test result or has recovered from COVID-19. It will be available, free of charge, in digital or paper format and will include a QR code to ensure the authenticity of the certificate. The Commission will also build a gateway to ensure all certificates can be verified across the EU and to support Member States in the technical implementation of certificates. Member States remain responsible for deciding which public health restrictions can be waived for travellers, but will have to apply such waivers in the same way to travellers holding a Digital Green Certificate. Legislation will be approved through a fast-track procedure by the European Parliament and the Council.

In addition, the Commission has called on Member States to prepare for a coordinated approach to the gradual lifting of COVID-19 restrictions, when the epidemiological situation allows. In a communication, they chart the way ahead for a balanced policy and common EU approach, stating that while the epidemiological situation requires continued control until sufficient vaccination coverage is achieved, the conditions must be created across the single market to allow for a safe and sustained re-opening, so that citizens can enjoy their rights, and economic and social activity can resume.

The EEIA has welcomed both announcements in a media release, stressing the importance of avoiding a fragmentation of these rules, as well as urging a specific focus on enabling business travel, the need for international coordination, and compatibility of digital health certificates. Read the full media release [here](#).

European Innovation Council launched

The EU has launched its new European Innovation Council (EIC), as part of the Horizon Europe programme. With a budget of €10.1 billion, for the period 2021-2027, the EIC represents the most ambitious innovation initiative the EU has taken. Horizon Europe, the EU's research and innovation framework programme, runs for the same period and has an overall budget of €95.5 billion.

The EIC aims to support game-changing innovations throughout the entire lifecycle of start-ups and small and medium enterprises (SMEs), from early stage research, to proof of concept, technology transfer, financing and scale up. A unique feature of the EIC is that it provides funding for individual companies (mainly start-ups and SMEs) through both grants and investments. The investments currently take the form of direct equity or quasi-equity investments and are managed by the EIC Fund.

As participation in exhibitions is an integral part of the lifecycle, the EIC and its participating companies represent interesting potential clients, and the EEIA has already started working on an EU-funded project for some EIC beneficiaries: the Overseas Trade Fairs 2.0 programme. Find out more about the EIC [here](#).

Don't forget to log in!

UFI Members' Area
ufi.org/membersarea

TCEB

Good News for EEC

Thailand's EEC Receives Strong Confirmation as Key Exhibition Platform for International Organisers.

The Eastern Economic Corridor (EEC) in Thailand has become a new area of opportunities for international exhibitions especially for logistics and infrastructure sectors, strategically as part of the industrial masterplan for "Thailand's LOG-IN Event". This national-level event is one of the most important campaigns to stimulate and support exhibitions in Thailand in terms of initiation, development and profile extension in order to serve needs in the targeted industries. It also aims to facilitate exhibition expansion into potential markets i.e. the EEC which covers Chonburi (Pattaya and Bangsaen), Rayong and Cha Choeng Sao.

Consequently, Thailand Convention and Exhibition Bureau (TCEB) has been closely following up with this masterplan, and is more than delighted to offer our special supports to organisers such as financial subsidy for feasibility studies as well as marketing and public relation activities, additional financial support to existing packages, collaboration with related governmental and local authorities, etc.

As a result of these tangible measures, this year Asian Exhibition Services (AES) Ltd. has confirmed to organise its "Transport Infrastructure Asia 2021" in Chonburi in August. As well, four more relevant exhibitions related to important industries such as Marine, Safety and Smart city are yet to come, respectively.

For more details, please contact: Exhibitions@tceb.or.th



Shenzhen World

An update from China

The year of 2020 was an extraordinary one.

After a cold winter, the Conference & Exhibition industry ushered in a strong start for the year of 2021.



At the UFI Global CEO Summit in February, Ma Jun, general manager of Shenzhen World Exhibition & Convention Center, gave some brief updates on the events of last year and this year. In 2020, Shenzhen World Exhibition & Convention Center reopened on June 20 with the Gift Show which covered an area of 160,000 m². More than 30 exhibitions were held throughout last year, with a total exhibition area of 2.179 million m².

This year, Shenzhen World Exhibition & Convention Center successfully resumed business in March in the wake of the ease of the epidemic. Up to now, 57 exhibitions with a total of about 3.58 million m² have been confirmed, including some influential international exhibitions, such as Chinaplas, Gift Show, AAITF, SIMM etc. and the number of exhibitions is expected to grow further.

From March 17 to 21, Shenzhen Creative Week & the 36th Shenzhen International Furniture Exhibition was successfully held with an exhibition area of 280,000 m² covering Hall 1 to 14, and a record-high daily attendance of more than 80,000.

In April, Shenzhen World Exhibition & Convention Center will witness the 34th Chinaplas taking up 350,000 m² in its first edition in Shenzhen. Ada Leung, general manager of Adsale, noted in a press conference, **“in addition to the favorable outlook of the Greater Bay Area, Chinaplas’ decision to move to Shenzhen also takes into account Shenzhen World Exhibition & Convention Center, an ideal venue for a world-class trade show.”** Chinaplas is based in China, and has a wide influence across Asia. The 400,000 m² of indoor exhibition space in the new venue can alleviate the constraint of booth area the organizer experienced in Guangzhou and support Chinaplas’ long-term growth. Also, all of the 19 exhibition halls feature column-free structures and are located on the ground floor, very suitable for displaying large-scale machines, and easy for visitors to navigate.

The advanced hardware features and supporting services will provide exhibitors and visitors with a very convenient and refreshing experience.

UFI Blog

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

[Recent posts include:](#)

THE EXHIBITION THINK TANK CLUB IS STARTING ITS NEW PROJECT: THE "JOURNEY TO REOPEN THE EXHIBITION INDUSTRY"

SISO / UFI DEEPER DIVE CASE STUDY: CASE STUDY ON MAGIG, WWIN & OFFPRICE

EEIA WELCOMES GREEN CERTIFICATE PROPOSAL AND COMMON APPROACH FOR REOPENING

#CHOOSETOCHALLENGE - THIS YEAR'S INTERNATIONAL WOMEN'S DAY AND EXHIBITIONS Blogger: Stephanie Selesnick, International Trade Information, Inc.

EQUALITY IN EXHIBITIONS FOR INTERNATIONAL WOMEN'S DAY 2021

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

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 Blogger: Stephanie Selesnick, International Trade Information, Inc.

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.

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](#)



SAUDI CONFIRMED AS OFFICIAL PARTNER COUNTRY OF ITB INDIA 2021

The Saudi Tourism Authority (STA) and ITB India have announced Saudi as the Official Partner Country of ITB India 2021. The inaugural ITB India Virtual Event, being held on 7 – 9 April 2021, is an annual B2B trade show and conference specifically curated to build a bridge to the Indian and South Asian travel market. [Link](#)



SINGAPORE AUTHORITIES ANNOUNCE PET PROJECT TO FACILITATE RESUMPTION OF LARGE MICE EVENTS FROM 24 APRIL

Larger B2B events are set to return to Singapore under a new pre-event testing (PET) framework announced by Singapore's Multi-Ministry Taskforce (MTF). MICE events for up to 750 attendees will be permitted to resume at selected business settings from 24 April 2021. [Link](#)



REACTIVATION IS THE BEST WAY

How to open the door to the new normal for meeting tourism, even with COVID-19 on its heels, was the great topic of debate at the 155th Assembly of the Federal Tourism Council (CFT), which was held together with Expand Destinations. Both meetings were held in a hybrid way at the InterContinental Hotel, and made up the first event in this format organized by the CFT. [Link](#)



HILTON LAUNCHES MEETING AND EVENT SOLUTIONS

In order to respond to the drastic changes that people and businesses have undergone in the wake of the Covid-19 pandemic, Hilton introduced two new solutions for the meetings industry in Latin America and the Caribbean. [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](#)



AXICA CUSTOMER EVENT WITH 3D AVATARS

How does networking in 3D feel? The Berlin event location AXICA tried it out with the customer event “Meet your digital twin” in mid-March, in which over 60 guests from the event industry took part. In the virtual 3D AXICA twin, provided by the ExVo platform from Allseated, guests and team met as avatars, moved through the rooms and talked in pairs or in smaller and larger groups. [Link](#)



NEW CALENDAR OF FAIR AND EVENTS IN 2021

The calendar of trade fairs and events for 2021 is still far from a complete definition. However, some fair and event organizers, as well as associations, have already confirmed their dates. [Link](#)



COBB GALLERIA CENTRE STARTS 2021 WITH TRIO OF SHOWS

ATLANTA—Cobb Galleria Centre has started the year on the right track by hosting three major shows in February and March: the Atlanta Shoe Market, the Atlanta Jewelry Show and the Southeast Flooring Market. [Link](#)



SAN DIEGO AND DALLAS CONVENTION CENTERS SERVE AS TEMPORARY SHELTERS FOR MIGRANT CHILDREN

The creation of such emergency intake sites is designed to shift the minors — most of whom herald from Guatemala, Honduras and El Salvador — more quickly out of U.S. Border Patrol custody while helping to alleviate overcrowding at border holding facilities. [Link](#)



LONDON SEEN AS ‘SAFER BET’ THANKS TO PACE OF VACCINE ROLLOUT

The pace of the UK's vaccine rollout is making London a ‘safer bet’ for international meetings and events planners, according to the city's convention bureau. And as the vaccine rollout creates a path to safe recovery, London's meetings and events industry is getting ready to reopen with a host of new hotel openings and venue refurbishments underway. [Link](#)

We encourage you to share UFI news with your communities.

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

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

UFI Info is published by
UFI Headquarters & European
Regional Office
17, rue Louise Michel
92300 Levallois-Perret
T: +33 1 46 39 75 00
info@ufi.org

UFI Asia-Pacific
Regional Office
Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China
T: +852 2525 6129
asia@ufi.org

UFI Middle East-Africa
Regional Office
Info Salons Middle East Office,
Dubai, UAE
T: +971 50 8089105
mea@ufi.org

Latin America
Regional Office
Corferias, Colombia
T: +571 3445486
anamaria@ufi.org