

UFI Info

May 2021



**GLOBAL
EXHIBITIONS
DAY 2 JUNE 2021**

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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

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Photo: Exhibitions Conferences & Alliance Logo.



Photo: UFI Asia-Pacific Conference Visual.



Photo: UFI MEA Conference Visual.

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: Global Exhibitions Day 2021	6 May 2021	www.ufi.org/uficonnects
UFI connects: UFI European Conference Preview	12 May 2021	www.ufi.org/uficonnects
UFI Asia Pacific Conference 2021	20 May 2021	www.ufiasia.org
UFI MEA Conference 2021	26 May 2021	Dubai, United Arab Emirates
UFI European Conference 2021	9-10 June 2021	www.ufieurope.org
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

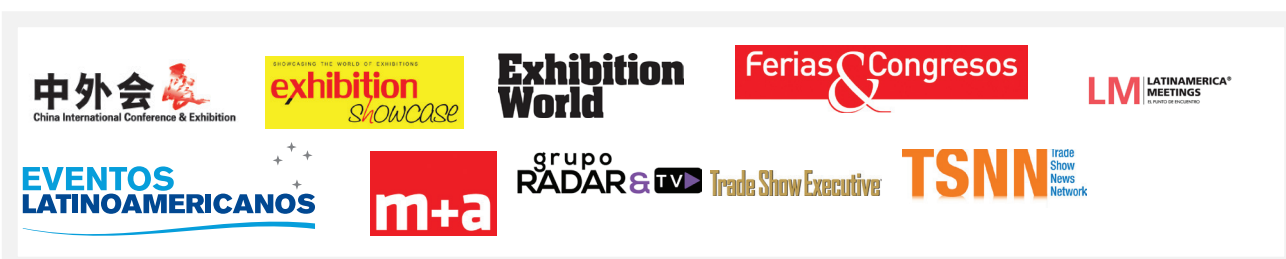
UFI Supported Events

Meeting	Date	Venue
ETT Club Panel Discussion: How Event Tech Can Remove Barriers To Exhibiting Part One	11 May 2021	exhibitionthinktankclub.com
ETT Club Panel Discussion: Event Services for the Recovery and Reopening of the Event Industry	13 May 2021	exhibitionthinktankclub.com
ETT Club Monthly Innovation Talk: Digital and AI	18 May 2021	exhibitionthinktankclub.com
ETT Club Panel Discussion: Executive Briefings	27 May 2021	exhibitionthinktankclub.com

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UFI Media Partners



Welcome



Dear colleagues and friends,

May and June will be busy months, filled with great UFI events!

To begin with, this year's Global Exhibition Day is fast approaching. It will take place on 2 June 2021 and many of our members and GED partnering Associations will celebrate the exhibition industry globally. And new this year, exhibition organisers and associations from around the world are joining together to form a coalition dedicated to bringing critical live event platforms back to market, with safety at the foundation of the collaborators' approach.

This first-of-its-kind global coalition, which is led by global industry association UFI, organiser of Global Exhibitions Day, and important industry associations such as SISO, as well as the world's leading exhibitions organisers Clarion Events, Comexposium, Diversified Communications, Emerald, Informa Markets, Reed Exhibitions (RX) and Tarsus, are joining forces as their customers are signalling a desire to return to live event experiences.

In the lead up to this year's day of celebration for the industry, this coalition wants to prove one thing – in-person opportunities for connection and business can happen safely and successfully, with collaboration, consistency and customer experience at the heart of the approach. From our industry's largest global organisers to individual professionals, everyone can get involved. So happy Global Exhibitions Day in advance! Let's make sure everyone knows what our industry has to offer, and demonstrate our passion, purpose, and power! (To learn more about #GED21 updates and how you can participate, please go to page 11)

I would also like to invite you to the UFI conferences taking place this spring starting with the UFI Asia-Pacific Conference, which goes all digital on 20 May. Exhibition industry leaders from over 20 different markets will gather online to discuss and debate life after COVID-19, as well as other pressing issues facing our changing industry in Asia and around the world.

Then, on May 26, UFI will hold its first face-to-face event! Taking place in Dubai and hosted by Dubai World Trade Centre, the UFI MEA Conference will explore what the future looks like for its industry and people. Expert speakers from KSA, Oman, Germany, UAE and other countries across the region will deliver world-class content. Join us for this first in-person event of the year!

On 9 & 10 June, the European Conference will be digital and will offer delegates keynote sessions and expert content, and also networking, matchmaking... This event is a trusted platform to bringing colleagues together from across Europe and beyond every year and attracts approximately 300 industry leaders from organisers, venues & service providers.

These events are open to all industry professionals. Don't miss your chance to connect with event professionals from all over the world!

I'm looking forward to meeting you all online and in-person in Dubai.

Best regards,



Anbu Varathan, UFI President

Dear colleagues,

This past month I travelled to the US for the first time since November 2019. And while it took extra clearances, and paperwork, and PCR testing to ultimately get to the gate and onto the plane, the journey itself was - extraordinarily ordinary. All went smooth, we departed and arrived on time, the staff was friendly, and the plane solidly booked. Except for the masks that we were all wearing, and other small COVID-19 related adjustments, it was a normal flight.



Travel restrictions are easing, and vaccine and testing certifications will speed this up. As I am writing this, Singapore and HongKong are announcing they will open a travel bubble between both business destinations again this month. The EU Commission is on record saying that fully vaccinated people will be able to fly into EU member states again from the US this summer. Colleagues from the US as well as from Europe and of course the MEA region are sharing their flights with us as we prepare for this month's UFI MEA Conference in person in Dubai at DWTC.

This conference in Dubai on May 26 will be UFI's first on site, face-to-face, in person event again after 15 months. In the US, being at the SISO Summit last month, many of our US colleagues re-connected face to face for the first time again. The most common feedback? "It feels great." We were reminded as to how much more we "get done" when we get together instead of video-calling each other on zoom etc. I look forward to re-connecting in person to those of you who can travel again and will be with us in Dubai this month. Where this is not yet possible again – across Asia/Pacific and within Europe – we are running our annual spring conferences as digital only events.

Because at the same time, the dire developments in India show us yet again that this pandemic is not over, that we cannot let down our guard, and that the road to recovery is not a straight line. So our advocacy work continues, as does our work sharing good practices and standards around how best to run events right now. Collaboration is and remains key – as the newly released third edition of our "Global Good Practices Guidance" shows again. On the one hand the willingness of so many members to share their approaches with the industry, and on the other hand our collaboration with AIPC and ICCA as three global trade associations serving the business events community.

We apply that same approach of working together to a new initiative as well, as UFI has joined the US events industry advocacy group "Exhibitions & Conferences Alliance" (ECA). Just like we are present in Brussels, the seat of the European Commission, through the EEIA partnership, this group (eight industry associations) is setting up an office in the US capitol, Washington, DC, to advocate for our sector, and we will do our part as UFI to support.

In closing, one more update: Last month I wrote about UFI's new educational designation, the "UFI Certified Professional" or UCP, and how we are building a broad educational offer through partnerships for your benefit. In its latest meeting, the UFI Executive Committee has approved three more educational partners for this programme: AIPC (Belgium), FM Future (UK), and Lippman Connects (USA). We will add their respective courses to our growing educational catalogue. You can access it here: www.ufi.org/education/ucp/modules/

Stay well, stay healthy – and, if you're coming to Dubai – safe travels!

Best Regards,

Kai Hattendorf, UFI Managing Director / CEO

UFI Joins “Exhibitions & Conferences Alliance” in the US

A collaboration of eight industry associations

UFI has joined the “Exhibitions & Conferences Alliance” in the US, a collaboration of eight industry associations that is dedicated to the recovery and advancement of the face-to-face business events industry. ECA's mission as an advocacy group is to help government officials understand the important role these events have on economies and job creation.

The alliance was formed to bring together various separate initiative that are being folded into this new endeavour, mainly Go LIVE together and Exhibitions Mean Business. It is represented in the US capital, Washington DC, through Tommy Goodwin, ECA's VP of Government Affairs.

Mary Larkin, President of Diversified Communication, and 2020 UFI President, will serve on the ECA Board. There, Hervé Sedky, CEO of EmeraldX, serveS as the Chair of the Board, while Megan Tanel, SVP of the Association of Equipment Manufacturers will serve as the Vice Chair and Bob Priest-Heck, CEO of Freeman as the Secretary/Treasurer.



Photo: Exhibitions & Conferences Allience Logo.

“UFI’s membership base in the US has steadily grown over the years, and many international members are doing business there as well”, explains Kai Hattendorf, UFI CEO. “By working within the ECA, UFI expands the advocacy work we do for our industry around the world to the US as well, following our activities with the European Exhibition Industry Alliance (EEIA) in Brussels, and the work through our regional offices.”

SISO CEO Summit

200 industry executives came together, face to face, mid April in the US for the annual SISO CEO Summit. Among the very few international participants was UFI CEO Kai Hattendorf, who was able to travel to the US from Europe having received government clearance.

“There certainly was a sense of excitement on site, with industry leaders essentially ‘rolling up their sleeves’ to get tradeshows up and running again in over the summer and beyond”, says Kai. “This being the first in-person major industry event again in the US, it certainly set a positive tone for what is to come as travel eases up and vaccination rates go up.”

With vaccinations proceeding across the country (reporting a maximum number of more than 4 million vaccinations per day recently), more and more US states are reopening for events business, with Florida and Nevada taking an early lead on this. An advocacy session during the event focused on the next steps needed here, stressing the need for the industry in the US to speak with a unified voice and having a dialogue with US governments state by state to make the case for reopening.

The event was held following the “All Secure Guidelines” our industry has developed as an open source guidance on how to run business events right now. Participants were tested pre-event or showed their proof of vaccinations, and on site rapid testing was available daily.



Photo: SISO CEO Summit Visual.



Photo: SISO CEO Summit Visual.

UFI Asia-Pacific Conference goes all digital in May

15th Annual Asia-Pacific Conference to be held on 20 May

Our annual UFI Asia-Pacific Conference will take place on 20 - online

Exhibition industry leaders from over 20 different markets will gather online to discuss and debate life after COVID-19, as well as other pressing issues facing our changing industry in Asia and around the world. The event is open to all industry professionals.

Moderated by Mark Cochrane, UFI Regional Director for the Asia-Pacific region, the event will offer members the opportunity to network and share ideas. The conference will also host a strong line-up of speakers from around the region.

Keynote speaker **Margaret Ma Connolly**, President and CEO of Informa Markets in Asia, will share her views on the future of multichannel events and discuss how the Informa Markets Asia portfolio has changed through COVID – and, more importantly, where it's headed.

Wendy Lai, Vice President of Global Sources Exhibitions in Hong Kong, will lead a session on building digital communities. Keeping communities engaged year-round is a challenge for many exhibition organisers, so delegates can look forward to learning some tips and tricks to bring back to their own events.

Pre-pandemic, China was the largest exhibition market in the region and it has been one of the first markets to return to organising events. With that in mind, UFI has invited **Jor Zhou**, CEO China at GL Events, to present "Growth Strategies in China in a Post-Pandemic World".

"The past year has been challenging for UFI members everywhere, but we are starting to see progress as events have restarted in markets like China, Japan and Australia. So we are excited to hold the 15th UFI Asia-Pacific Conference and give the industry a chance to get together and look ahead to better days. We look forward to welcoming everyone at our first all-digital UFI Asia-Pacific Conference," says Mark Cochrane.

Kai Hattendorf, UFI CEO and Managing Director, confirms: **"The UFI Asia-Pacific Conference is going all digital in 2021 – at a time when the internet is flush with industry content from countless sources it is ever more important to offer quality. To deliver relevance, our content-driven line-up here is intentional – this year's event will be the 'one-stop shop' to get all the latest updates and trends from and for the region. With over five hours of new content, networking opportunities and fresh perspectives on where we go post-pandemic, this year's UFI Asia-Pacific Conference is 'all signal, no noise'."**

Over the last 15 years, the UFI Asia-Pacific Conference has evolved into the region's most important annual event serving exhibition industry professionals. It brings together industry leaders from organisers, venues, service providers and government bodies.

To register and to see the full programme, visit our website at www.ufiasia.org



Photo: UFI Asia-Pacific Conference Visual

UFI MEA Conference to be held in Dubai, UAE

The first face-to-face event of 2021 to be held on 26 May

Our next MEA Conference 2021 will take place in Dubai (UAE) on 26 May. Hosted by the Dubai World Trade Centre (DWTC), it will be UFI's first in-person event this year.

Trixie LohMirmand, Executive Vice President at the DWTC, says: **"Dubai has paved the way in the region for the global re-opening of events, in particular exhibitions, and the DWTC is perfectly placed to host the in-person UFI Regional Conference. As a member of UFI and the global exhibition community, we are mandated to support the industry. This gathering of event professionals from both the private and public sectors across the region is a much-awaited opportunity to re-connect, learn, celebrate our pursuits and exchange on expectations and aspirations for our industry."**

Kai Hattendorf, UFI CEO and Managing Director, adds: **"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! This year's regional conference is the first face-to-face UFI event in 2021 and will explore what the future looks like for our industry and people."**

Led by Naji El Haddad, UFI Regional Director MEA, the conference will host expert speakers from KSA, Oman, Germany, UAE and other countries across the region. The aim is to deliver world-class content, as well as sharing case studies, lessons learnt, plans and a vision for the future.

His Excellency **Helal Al Marri**, CEO of the DWTC, will open the event. Delegates will also be briefed by **Issam Kazim**, CEO of the Dubai Corporation for Tourism and Commerce Marketing (DCTCM), on how the Emirate has safely re-opened for tourism and exhibitions – two industries that the government understands and supports.

Other panellists include:

- **Chiara Palieri**, Conferences and Exhibitions Advisor at the Royal Commission for Riyadh City, KSA
- **Khalifa Al Qubaisi**, CCO, ADNEC, Abu Dhabi (UAE)
- **Sara Maria Boueri**, Senior HR Director at Ras Al Khaimah Tourism Authority (UAE)
- **Said Al Shanfari**, CEO, OCEC, Oman

This year will feature two new separate 'Open Mic' sessions. Focusing the conversation on the most important resource in the exhibition industry – the people – there is a panel on 'Women in the Industry', discussing how women empowerment impacts the rehabilitation of the industry, and two Ted-style talks covering human resources, talent acquisition and retention.

"The programme will offer fresh perspectives on where we go post-pandemic. It's an opportunity for the business events community to gain insight into topics of strategic interest, including economics, technology, hybrid events, skills and more," says Naji El Haddad.

We look forward to welcoming everyone in Dubai on Wednesday 26 May, for the UFI MEA Conference, UFI's first in-person event of the year!

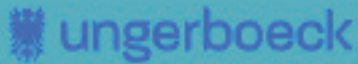
To register and for regular updates, visit our website at www.ufimea.org
For more information on the DWTC, click [here](#)



Photo: UFI MEA Conference Visual.

MARCH - MAY 2021 EVENT PROGRAMME

JOURNEY SPONSORS



GET SET!

JOURNEY TO REOPEN THE EXHIBITION INDUSTRY

ETT Club is delighted to announce its new project "ETT JOURNEY TO REOPEN THE EXHIBITION INDUSTRY". Industry professionals from around the world are gathering together to share their experience with the first live shows happening while others are raising questions to be best prepared and kick-start their business in the months to come. Join our upcoming events to reopen the exhibition industry and learn from other countries and professionals to help each other being ready, come back stronger and innovate!

ETT Club, a global platform, is always interested in hearing your suggestions and helping you find the right format to host an event. Please contact us if you have an idea and would like to host a session to join the Journey!



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Exhibitions Industry Celebrates Launch of Global Coalition

To prioritise the safety and success of communities as they return to business

As global economies look for opportunities to rebuild business in the wake of the COVID-19 pandemic, exhibition organisers and associations from around the world are joining together to form a coalition dedicated to bringing critical live event platforms back to market, with safety at the foundation of the collaborators' approach. As industries ranging from manufacturing to healthcare, aviation, agriculture, maritime and many others, look for opportunities to recover following devastating economic hardship, the exhibitions industry is dedicated to supporting commerce and connection by providing safe environments to network and do business.

This coalition, which is led by global industry association UFI, organiser of [Global Exhibitions Day - 2 June 2021](#), and important industry associations such as SISO, as well as the world's leading exhibitions organisers Clarion Events, Comexposium, Diversified Communications, Emerald, Informa Markets, Reed Exhibitions (RX) and Tarsus, are joining forces as their customers are signalling a desire to return to live event experiences.

"Exhibitions and business events are the fastest of all fast tracks to drive economic recovery after the pandemic," says Kai Hattendorf, CEO – UFI. **"Especially small and medium-sized enterprises rely on these marketplaces to drive their sales. As an industry, we have systems and processes in place to provide safe platforms for face-to-face trading."**

While this expansive global group is collaborating for the first time, many of the leading exhibitions organisers, typically competitors, have been finding meaningful ways to collaborate and combine resources for the benefit of the global communities they serve. Most notably, many of the industry's organisers and associations joined forces last year to create and support the [All Secure Guidelines](#), a rigorous set of globally-adopted and medically-vetted health and safety measures designed to create a consistent and diligent approach to visitor health at all global trade shows in 2021 and beyond. Aligned to this, UFI developed and released a [Global Framework](#) for the successful reopening of trade shows, addressing advocacy bodies and institutions and backed by members of the coalition and the wider industry.

Between the leading global organisers, they have hosted resoundingly successful trade shows for the real estate, yachting, fashion and beauty, travel, hospitality and jewellery sectors, among others, which include: US-based **Palm Beach International Boat Show** and **Surf Expo in Florida**, and **JIS in Miami Beach**, as well as **Cityscape Dubai and Egypt** editions, **PROJECT Tokyo** and **Fashion Week Tokyo**, both in Japan, **SATTE in India**, and Hotelex, **China Beauty Expo** and many more in mainland China, all under the All Secure guidelines with many exceeding expectations in terms of attendance.

"Our platforms help build and grow global industries," says Charlie McCurdy, CEO – Informa Markets. "They serve an important role in relationship building, discovering innovation and revenue-driving for the communities they serve. This year, our support in re-invigorating hard-hit communities is more important than ever. Our communities are ready to return to the show floor, and it's our responsibility to ensure they feel confident that our platforms value their success and safety in equal measure."

Hugh Jones, CEO – Reed Exhibitions, says: **"COVID-19 has thrown into sharp relief how much we value face-to-face interaction, and how important live events are in championing innovation and driving growth for our customers and communities. We are planning meticulously for our return to in-person learning, networking and business after an unprecedented year, keeping health and safety top of mind for reassuring and productive event experiences. At the same time, we continue to extend a growing range of digital tools and remote participation opportunities for those customers who are unable to attend our events in person so that our customers can build their businesses from wherever they are."**

As cities around the globe begin to re-open, industries can feel secure that trade platforms are taking a consistent approach to safety, with local guidelines and community feedback helping guide that approach. At the events hosted this year, attendees have seen open-concept booths, widened aisles, hand sanitizing units, safety ambassadors, as well as mandatory mask-wearing and temperature screening. Three co-located fashion events, MAGIC Pop-Up, WWIN and OFFPRICE, saw collaboration between Informa Markets, Clarion and Tarsus to execute a proof of concept for onsite rapid testing in Orlando, FL.

"Events will help play a fundamental role in driving economic recovery across the globe," says Russell Wilcox, CEO - Clarion Events. **"Pre-pandemic, the exhibition sector drove over £432 billion of business sales globally by providing a platform for trade and investment. Our industry is committed, willing and able to deliver safe and successful exhibitions, driving game-changing opportunities for our customers, innovation, economic growth, and jobs."**

Exhibitions Industry Celebrates Launch of Global Coalition

Continued

“We are eager to start organising live events again after a year of experiential learning. These events will still prioritise safety and will be reinforced by the virtual opportunities we learned to create,” said Renaud Hamaide, Chairman of Comexposium. **“I firmly believe that live events are critical to driving economic recovery. These interactions will truly revamp individual businesses and entire industries.”**

This coalition is the culmination of industry-wide collaboration around the world, for example through the recently formed **Exhibitions and Conferences Alliance (ECA)**. Comprising eight industry associations, the advocacy coalition is dedicated to the recovery and advancement of face-to-face business events by representing the common interests of the US exhibitions and conferences industry to legislators, promoting the impact of the sector, and working with partners globally to maintain a favourable operating environment within the US.

Under the ECA umbrella, Go LIVE Together is a campaign started by Freeman to advocate for reopening business events safely through one unified voice, which brought together over 2,700 members representing associations and companies from across the business events ecosystem. A second campaign – Exhibitions Mean Business – engages policymakers, business professionals and educators to raise awareness of the value face-to-face events bring to local, national and global economies.

Hervé Sedky, President and CEO – Emerald, says: **“The exhibitions industry has a tremendous impact on local, state and federal economies, creating a significant multiplier effect. Small and mid-size businesses, in particular, are heavily reliant on trade shows to drive their business by launching new products, generating leads, and entering new geographies. As the exhibitions industry is a foundational element of how business gets done, our commitment is to progressively and strategically secure our future viability while ensuring our industry partners’ and customers’ continued growth and resilience. As an exhibition industry, we are united now more than ever by a common purpose: of stimulating economic growth, supporting post-COVID-19 recovery efforts, and safely reopening in-person events through our collective and diligent approach of implementing the All Secure Guidelines, and actively working with medical health experts.”**

Most importantly, the coalition claims that feedback from a wide variety of industries spanning across several regions consistently proves one point – communities are eager for a return to in-person experiences. For all the organisers and associations, customer sentiment drives the majority of their decision making.

Ted Wirth, President & CEO - Diversified Communications, says: **“Conversations with our customers, suppliers and buyers alike have revealed the importance and unique value of meeting in-person to maintain current relationships and find new products and suppliers at events. The need for business continuity is a common theme among our audiences and, while we successfully provided alternative solutions for buyers and sellers to connect, there is no more effective way to build trust and new relationships than by meeting face to face.”**

The sixth annual Global Exhibitions Day, celebrated annually, will take place this year on 2 June 2021 and recognises the important role that trade exhibitions play in driving economies throughout the world. In the lead up to this year’s day of celebration for the industry, this coalition wants to prove one thing – in-person opportunities for connection and business can happen safely and successfully, with collaboration, consistency and customer experience at the heart of the approach.

To learn more about Global Exhibitions Day, visit www.ufi.org.
Click [here](#) to learn more about the All Secure Standard.



Global Exhibitions Day 2021

How to get involved

Let's make sure everyone knows what our industry has to offer, and demonstrate our passion, purpose, and power!

- Share and engage with #GED2021 on social media
- Share photos of you and your colleagues with the GED logo - Click [here](#) to download
- Share stories from your exhibition, a launch of a product, a notable person who attended your show, a quote from an exhibitor, some great ROI stat ...
- Create your own "voices of the exhibition industry" card and share your thoughts on the future of the industry ([template available here](#))
- Organise, or attend, a GED event
- Ask your government officials for endorsement and recognition of exhibition industry
- Come up with your own idea and celebrate your day how you want!

For information and regular updates, visit www.globalexhibitionsday.org, or contact ged@ufi.org.

Happy Global Exhibitions Day in advance!

How to celebrate Global Exhibitions Day – 2 June 2021?

Make some noise before, during and after!

Social media is a critical way we get the message across on GED2021.

Use the below links to find GED2021 across many popular social media channels.

And remember, on all channels, use #GED2021, so we can all discover and share our messages!



[Twitter](#)

Follow @UFI_GED_2021
Use the hashtag
#GED2021 in any
exhibition or GED related
tweets & be sure to
retweet content from
@UFI_GED_2021



[Facebook](#)

Join the Global
Exhibitions Day
Facebook group
Tag the Global Exhibitions
Day Group in your posts.
Use the hashtag
#GED2021



[LinkedIn](#)

Posting content on your own
personal profile, use
#GED2021
Posting content on your own
company/organisation page,
use #GED2021



[YouTube](#)

Make sure you subscribe
to the UFI Channel:
UFI TV

Photo: Global Exhibitions Day Social Media Visual.

Female Leadership Special Interest Group

Successful kick-off meeting on 29 April

Led by Mary Larkin, UFI President 2020 and President Diversified Communications USA, the Female Leader SIF welcomed over 80 attendees!

During the session, Gwen Kaufmann, Senior Editor at M+A, shared results from a research on women in exhibitions, initially presented during 2018 UFI Global Congress.

The research provides insights into the perception of women's skills in the workplace, their potential for advancement within the industry and the different female career drivers. Click here to [download](#)

Wonderful to see women and men from the exhibitions industry willing to make changes happen! We'd like to share three takeaways from Mary Larkin and Monica Lee-Müller that Danica Tormohlen has identified and will start doing:

1. If you are asked to speak at a conference or event, do it!
2. When you attend networking events, don't wear black. Wear something that stands out.
3. Mix and mingle with your female friends, but make it a point to network with men in the room. Don't be afraid of the old boy's club. Join it!

For more information on this initiative, please contact femaleleadership@ufi.org

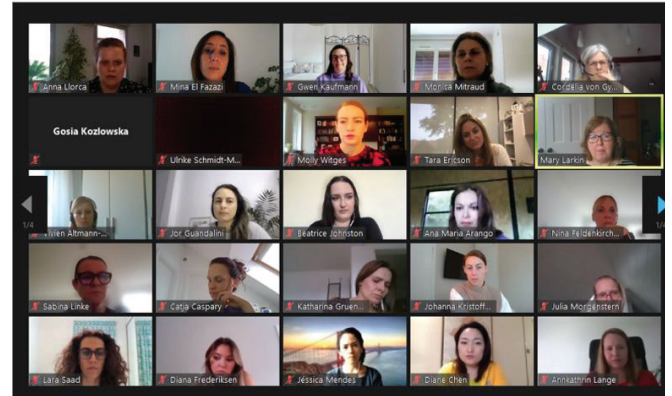


Photo: UFI Female Leadership SIG Zoom Meeting.

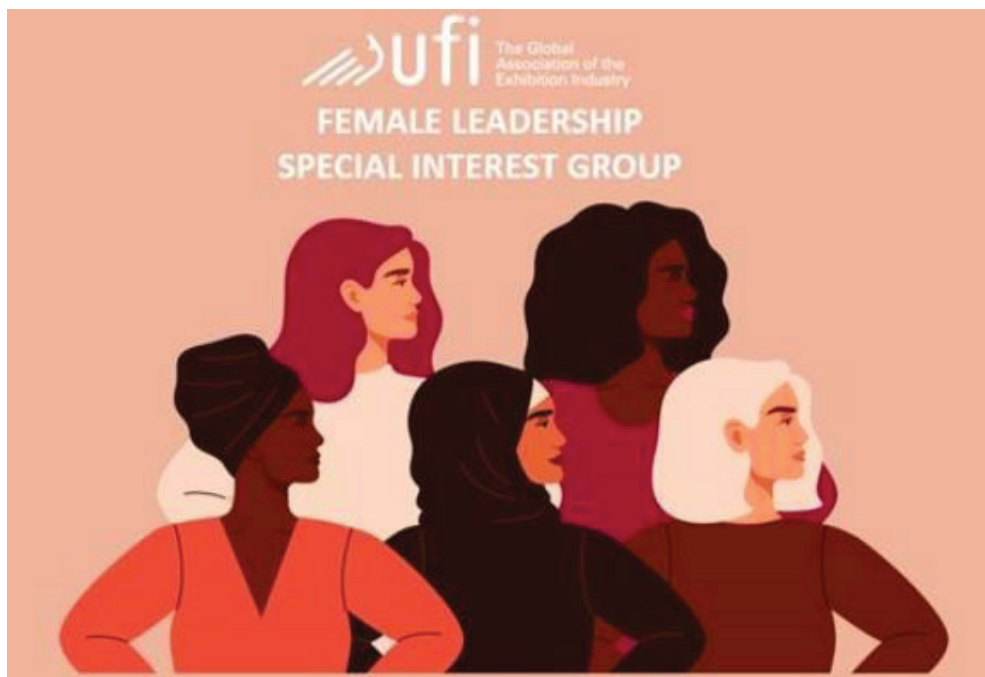


Photo: UFI Female Leadership SIG Visual.

Joint Industry Initiative Launched to Unite Event Data

Universal format for virtual and hybrid event data

The data standards have been developed collaboratively by a cross-industry working group.

Founding members include ten global event organisers and leading event tech platform partners, who have come together to create a shared industry-wide standard. VSef is run on a not-for-profit basis, open to all event organisers, and any platform can choose to adopt the standards.

Dr. Barış Onay, Chair of the VSef working group, remarked; **“The silver-lining in the pivot to digital has been the data-rich environment we organisers now find ourselves in. But, we have a huge standardisation job at hand if we’re to benefit from this newly found trove of data. VSef has been designed to solve this problem; to provide an open source standard. I for one am looking forward to receiving data from different platforms in one format!”**

VSef was launched and is steered by Explori, the leading insights provider for the events industry.

Explori CEO, Mark Brewster, adds; **“Our research suggests organisers use, on average, four different event technology platforms. The data produced by these platforms often looks very different from one provider to the next. Three quarters of organisers told us they found it challenging to integrate data from virtual platforms into other systems. These challenges are barriers to learning, progress and business intelligence. That is why we brought together a working group to create a universal data format that enables events to consume consistent data regardless of which platforms they are working with.”**

The initiative has already received widespread support from industry bodies and communities. UFI, the Global Association of the Exhibition Industry, is the Founding Association Partner and set to adopt and advocate the standards.

Anbu Varathan, UFI President, explained; **“The group of companies that came together to work on VSef represents a great cross section of the UFI membership. As the global trade association for our sector, we know about the importance of unified and aligned data sets, and we are working to promote globally accepted metrics and terminologies. We recommend that every business events association joins us in supporting and promoting VSef to their members as a collaborative way forward for our industry.”**

The standards will evolve over time, building on feedback from organisers and platforms. More information about VSef, including guides for organisers and platforms wishing to adopt the standards can be found at vsf.io

Founding Organisers and Experts include:

- Clarion Events
- EasyFairs
- Emerald
- GRS
- Informa
- Hyve
- MBB Consulting
- Mesago Messe Frankfurt
- Messe Muenchen
- Reed Exhibitions
- Tarsus
- VeronaFiere

Founding Association:

UFI, the Global Association of the Exhibition Industry



Photo: VSef Logo.

Joint Industry Initiative Launched to Unite Event Data

Universal format for virtual and hybrid event data

Supporting Associations and Communities include:

- ETT, Exhibition Think Tank
- SISO, the Society of Independent Show Organizers
- ICE, the International Corporate Events community
- VEI, the Virtual Events Institute

Founding Platforms include:

- ASP Events
- Eventscase
- Expopplatform
- Grip
- Intrado
- Swapcard

VSeF is a cross-industry initiative, directed by a working group. It is managed on a not-for-profit basis by Explori.

An updated list of compliant platforms will be made available at vsef.io alongside guidance for organisers and platforms wishing to adopt the standards.

UFI Exhibition Management School

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



 **Exhibition Management School**

In partnership with MBB-Consulting

10 online sessions starting
28 June 2021

895€ (excl. VAT) **1195€** (excl. VAT)
UFI member Non-member

10% OFF
for all
bookings before
10 May 2021

Register now at ufi-ems.com

Target Group: Mid to Senior representatives from Exhibition Organising Companies

Dates: 28 June – 23 July 2021

Language: English

Format: Online (10 sessions: Presentations, Networking and Group Work)

Early Bird Fees: 805.50€ UFI Members (instead of €895) / 1,075.50€ non UFI-Members (instead of 1,195€). **Register before 10 May 2021.**

UCP: 20 UCP credit hours = foundation programme

"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. UFI-EMS Participant February 2021.



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

For the upcoming UFI-EMS course, we work with a wonderful faculty, including:

- **Alexander Angus** – Business Development Director at Montgomery Group
- **Matthias Tesi Baur** – CEO at MBB Consulting Group
- **Natalie Campbell-Reid** – Content Lead at Explori
- **Wilbert Heijmans** – Group Managing Director at Info Salons (a Freeman company)
- **Aletta Kok** – Director Marketing, Digital and New Business at Royal Jaarbeurs

"I am proud to be part of the UFI EMS which provides the opportunity to bring together, and to support, the current and the future talent of the global exhibition industry. Never has there been a more prudent time for our industry to learn, to adapt and evolve, and to continue do what we do best, and that is to deliver meaningful events that are fundamental to regional and the global economy." Ashley Roberts – General Manager at Omanexpo. UFI-EMS Lecturer January 2021.



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.

For any questions, please contact ems@ufi.org. Register here: ufi-ems.com and start your UFI Certified Professional journey today.

UFI Certified Professional (UCP) designation

Start your UCP Journey Today!

The UFI Certified Professional (UCP) programme is the response to our member's request for a global certification. A professional designator associated with UFI is a symbol of quality, expertise and innovation, and it signals to employers and others within the industry that the holder works to a high standard and expects the same of others.



ufi certified
professional

Become a UFI Certified Professional

Photo: UCP Logo

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



The next UFI – Exhibition Management School will take place live-online from 28 June – 23 July 2021.

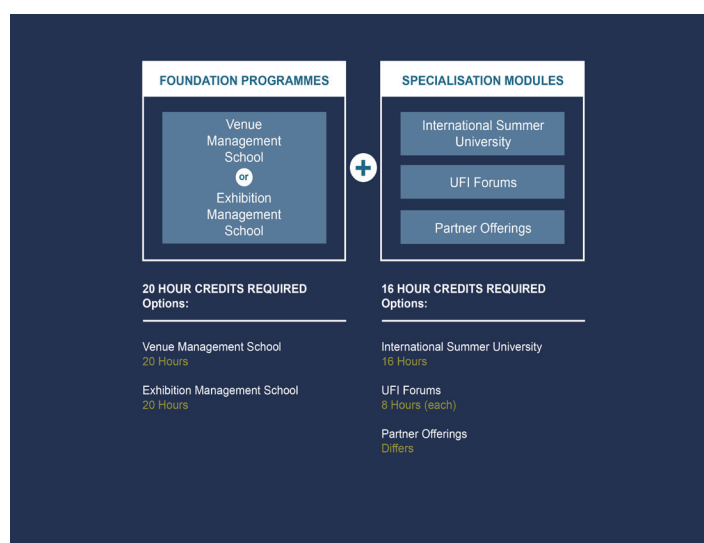
"After many years working for a Tourism Board, I joined one of the largest exhibition venues in the Middle East as Sales Manager Exhibitions. It was steep learning curve but my seasoned colleagues supported me and introduced me to the UFI educational programs. I successfully completed the Exhibition Management Degree (UFI-EMD) and attended the International Summer University. Fifteen years later, I am Executive Vice President at the venue and I thank UFI for putting me on the road to success." Mahir Julfar, EVP - Venue Services Management Dubai World Trade Centre.



All training courses are carefully vetted and approved by the UFI Executive Committee to serve under the UCP umbrella. Between May and October, our trusted educational partners offer more than 10 training courses. To access all specialized module visit our calendar online.

UCP is a self-paced, self-select educational offering, allowing participants to create a tailored experience unique to them. It's available to both UFI members and non-members.

Investing in skill development is the only way to invest in the future. To make a difference we need to continue investing in our talents and ourselves!



More about the certification's structure and requirements visit www.ufi.org/ucp or contact us at: education@ufi.org.

UFI Certified Professional (UCP) designation

Course Information

[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
Event Refresh	21 September 2021	4	FM Future
	19 October 2021	4	
Event Sales	22 September 2021	4	FM Future
	20 October 2021	4	

UFI Industry Partners Award

Finalists Selected

As partners to the industry, we share a common goal: to work closely with organisers, venues and other stakeholders to support, sustain and create successful exhibitions. The UFI Industry Partners Award recognises this symbiosis and aims to facilitate best-practice sharing.

The UFI Industry Partners Award recognises initiatives by industry partners that demonstrate innovative solutions, business concepts and developments to drive the success of the exhibition world during and post the COVID-19 pandemic. Congratulations to both finalists. The winner will be identified in the months to come.



ungerboeck



Photo: UFI Industry Partners Logo.

UFI Operations & Services Award

Finalists Selected

Operations and services entities (venues, organisers and suppliers) within the events industry have been seriously affected by the COVID-19 pandemic.

Historic partnerships are under pressure, and risk of business failure has increased, which, in turn, is negatively impacting on the delivery and quality of events. And this looks set to continue into the future. To bring about change, operations and services entities need to work in partnership to support businesses across the industry and be pivotal actors during this time of major upheaval.

The UFI Operations and Services Award 2021 recognises the best completed or ongoing communal (two-way or three-way) projects or concepts. The jury has identified the following three finalists:



Photo: UFI Operations & Services Award Logo.

Congratulations to these three finalists. The winner will be identified in the months to come.

Exhibition Think Tank Club

Upcoming events - access the ETT Club at ExhibitionThinkTank.Com

Journey to reopen the Exhibition Industry

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



11 May

PANEL DISCUSSION: How Event Tech can Remove Barriers to Exhibiting – Part 1

For more information click [here](#)



18 May

The Monthly Innovation Talk DIGITAL & AI.

How can we use digital & AI to enhance the value of our business model?

For more information click [here](#)



27 May

Exhibition Think Tank Executive Briefings

A quarterly update on key innovations and insights from the Exhibition Think Tank

For more information click [here](#)



13 May

PANEL DISCUSSION: Event Services for the Recovery and Reopening of the Event Industry

For more information click [here](#)



20 May

The Monthly Innovation Talk VALUE PROPOSITION.

What value proposition events do we need to offer in the future?

For more information click [here](#)



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EDUCATION
INNOVATION

Exhibition Think Tank

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

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



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News from Latin America

Government support plan approved in Brazil

UFI keeps growing in Latin America! We are happy to welcome our new four UFI members in the region: APPCE from Panama, AUDOCA from Uruguay, AMEREF from Mexico and Messe Muenchen do Brasil.

On other subjects, to support the reactivation of the hospitality and travel industry, our Regional Director, Ana María Arango, attended the World Travel & Tourism Council (WTTTC) Global Summit in Cancun, Mexico on 25-27 April. She also participated in AFIDA's digital event about the reactivation of the industry, where she shared her insights together with other colleagues of the region. She also visited Corferias, where she held a meeting with Rodolfo del Valle, from the new venue of the region, Panama Convention Center, and Victor Matamala, General Manager of RLA Latam.



Photo: Four new Latam UFI Members.

Photo: Meeting at Corferias in Bogota with Rodolfo del Valle from the new venue of the region, Panama Convention Center, and Victor Matamala, General Manager of RLA Latam.



Photo: At the Welcoming Dinner of the WTTTC Global Summit.



Photo: Cancun, Mexico, at the WTTTC Global Summit 2021.



Photo: AFIDA Webinar

News from Europe

New Chapter Leadership

We are very sad to have to say goodbye to our Chapter Chairs, Dr. Adreas Gruchow, following his departure from Deutsche Messe this year. UFI President from 2016-2017, we are very grateful for his service to our association and the industry, and we look forward to having the opportunity to working with him again in future.

The new Chapter Leadership was confirmed by the members in attendance of the European Chapter meeting which took place on Thursday 29th April. We are pleased to confirm two changes to the leadership: Albert Arp, CEO Royal Jaarbeurs . VNU Group was confirmed as Chapter Chair, and Bernd Aufderheide, CEO & President of Hamburg Messe joins the Chapter as Vice-Chair. We are very grateful to the support and hope you join us in wishing them a warm welcome!

The European Chapter leadership is now as follows:

Chair



Albert Arp
CEO
Royal Jaarbeurs / VNU Group

First Vice-Chair



David Boon
Head of International
Development
Brussels Expo

Vice-Chair



Bernd Aufderheide
CEO & President
Hamburg Messe

Vice-Chair



Antonio Bruzzone
General Manager
BolognaFiere

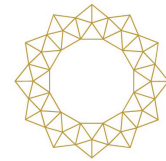
Outgoing Chair



Dr Andreas Gruchow
Former Member of Managing
Board
Deutsche Messe

EEIA News from Brussels

A busy month in Brussels



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EU recovery and Next Generation EU – a unique chance for exhibitions and events

Last week, more than 30 MEPs from all political groups pressured Commissioner Breton and Portuguese Secretary of State Zacarias on EU support for the hospitality sector, one of the hardest hit economic sectors by the pandemic. This ecosystem that comprises the exhibition and events industry is still in emergency mode. Also last week, all EU Member States had to deliver their plans on how to implement the EU recovery fund in their countries – for the years to come. The EU recovery fund of 750 billion €, also called Next Generation EU (NGEU) aims to support member states hit by the COVID-19 pandemic. The NGEU fund goes over the years 2021–2023 and will be tied to the regular 2021–2027 budget of the EU (MFF). The comprehensive packages of NGEU and MFF will reach the size of 1824.3 billion €. The primary objective is to help its Member States to repair the immediate economic and social damages caused by the coronavirus pandemic. It also aims to assist the green transition, digital transformation, smart, sustainable, and inclusive growth and jobs, social and territorial cohesion, health and resilience, policies for the next generation, including education and skills. The third objective is modernizing the EU facilities. Therefore, more than 50 percent of support for the plan will be spent on modernization, such as research and innovation (via Horizon Europe), fair climate and digital transitions (via the Just Transition Fund and the Digital Europe Programme), preparedness, recovery and resilience (via the Recovery and Resilience Facility, rescEU and a new health program, EU4Health). It represents a fundamental transformation of the EU's economy and industry. This mega-project represents a major chance for our sector not only to recover but to grow by playing a fundamental role in boosting the recovery and enhancing the transformation by providing the knowledge and market platforms. We invite you to check the draft national plans – publicly available now - and already develop new ideas on how to support the respective changes with existing or new events!

EU Green Certificate and travel

The European Parliament has approved the proposed regulation about the European digital certificate to prove that a person has been vaccinated, has recovered from a COVID infection or holds a recent negative test. Parliament and Council will now start the negotiations. MEPs also demand that holders of an “EU COVID-19 certificate” should not be subject to additional travel restrictions, such as quarantine, self-isolation or testing. MEPs also stress that, in order to avoid discrimination against those not vaccinated and for economic reasons, EU countries should “ensure universal, accessible, timely and free of charge testing”. In parallel to the legislative process, The EU works with all Member States on the technical implementation to ensure that the application will be ready for use for the summer travel season. Whether the certificate will allow citizens to travel freely across Europe is subject to the health and travel rules of each Member State and cannot be ruled by the EU while the Commission provides clear guidance on how to implement a harmonised and safe opening of travel. EEIA repeats the exhibition sector's calls for speedy implementation of the certificates and more importantly to accelerate the vaccination rollout in all Member States. Several Countries in the EU do now have roadmaps for opening including events and exhibitions. If the efforts to ensure a safe and normal summer travel seasons will be successful, the exhibition industry has a fairly good perspective for exhibitions and events planned for the autumn.

Additionally, the Commission has proposed to allow entry to the EU for non-essential reasons not only for all persons coming from countries with a good epidemiological situation but also all people who have received the last recommended dose of an EU-authorized vaccine. This could be extended to vaccines having completed the WHO emergency use listing process. This should be facilitated once the Digital Green Certificate becomes operational. In case the epidemiological situation of a non-EU country worsens quickly, an ‘Emergency brake’-mechanism to counter the spread of variants is foreseen. The will be discussed and potentially adopted by the Council during the first week of May 2021. More information can be found [here](#).

EU launches two competitions for destinations

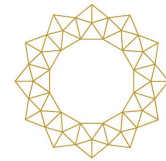
“Tourism” also includes business travel which contributes a much higher revenue and impact to destinations than leisure travel - a reason for exhibition and events destinations to consider using such competitions to stand out and generate visibility for the role of our industry for the cities. Here are two opportunities:

European Capitals of Smart Tourism

This is an initiative to reward innovative and smart tourism practices in European cities. The aim is to promote innovation to strengthen smart destinations in Europe, to enhance tourism offers for visitors and to facilitate new partnerships, networking and the exchange of best practice. It also aims to foster the EU's forward-thinking tourism offer to global audiences and sustainably increase footfall at pioneering destinations that offer unique visitor experiences. This could be interesting for those cities hosting exhibitions and events to give a boost to the recovery and an extra marketing exposure. The deadline for submission is 16 June 2021. All details can be accessed here: [smart-tourism-capital](#).

EEIA News from Brussels

Continued



EUROPEAN
EXHIBITION
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ALLIANCE

EDEN – European Destinations of Excellence

The European Destinations of Excellence (EDEN) initiative rewards and promotes sustainable tourism practices in smaller tourist destinations.

The winner of the European Destinations of Excellence 2022 title will be recognised, across the EU, as a pioneer in sustainable tourism: a smaller destination leading in the transition towards greener tourism and will receive expert communication and branding support in promoting their destination in the media and online. The EU will also promote the winning destination to raise the town's profile and boost tourism. The deadline for submission is also 16 June 2021. The application information can be accessed here:

ec.europa.eu

EUIPO funds Intellectual property costs for SMEs

A 20 million Euro grant scheme was created by the European Commission and the EUIPO to help European small and medium-sized enterprises (SMEs) access their intellectual property rights. The "Ideas Powered for Business SME Fund" is aimed at businesses that wish to develop their IP strategies and protect their IP rights, at national, regional or EU level. It will cover IP pre-diagnostic services (IP scan) and/or trade mark and design applications, each SME can be reimbursed up to a maximum of EUR 1 500. A useful initiative to support SMEs in these crisis times to protect their innovations – so promote it to all your clients!

euiipo.europa.eu/ohimportal

A quick reminder: the EU-funded IPR helpdesks provide free of charge advice for your own businesses as well as for your clients – exhibitors and visitors. EEIA partners with all of them, see all details here: [intellectual-property-helpdesk](#)

Don't forget to log in!

UFI Members' Area
ufi.org/membersarea

TCEB

COVID-19 Safety Measures in Bangkok

To contain and prevent the accelerating rate of COVID-19 infection in Bangkok, the Bangkok Metropolitan Administration (BMA) has issued an order that makes mask wearing mandatory when leaving the residence as well as temporary closure of certain venues and establishments.



Mandatory mask wearing is effective from April 26, 2021 until further notice and violators are subject to a maximum fine of 20,000 baht, while closure of establishments takes effect from April 26 until May 9. Closed establishments include exhibition halls, trade fair centers, convention centers and similar enterprises providing meeting room, function room and banquet space services. Other kinds of establishments in the order are cinemas, performance theaters, museums, sport venues, learning centers, public parks, and venues for competitions of all types. Department stores, shopping malls, community malls, or similar establishments can operate only until 21:00 hrs. Restaurants, food outlets can serve food and beverages until 21:00 hrs. and provide takeaways until 23:00 hrs. Alcohol beverage consumption onsite is prohibited.

Establishments not subject to closure must execute disease control measure as established by the authorities, such as temperature and respiratory symptoms screening, hand-washing station, 1 meter social distancing, surface cleaning, separate meal for each individual, registration.

For more information, please visit: businessseventsthailand.com

Shenzhen World

Large International Exhibitions Delivered

Three super-large international exhibitions were delivered at Shenzhen World Exhibition & Convention Center (Shenzhen World) during April.

The 22nd Shenzhen International Machinery Manufacturing Industry Exhibition (SIMM) came to an end on April 2 amid enthusiastic response from visitors and exhibitors.



On April 13, the 4-day 34th International Exhibition on Plastics and Rubber Industries was launched with a total of 350,000 m² exhibition space, representing the largest exhibition ever held at the venue; its enormous popularity was well reflected by the attendance of 150,000 visitors and 55,000 vehicles during the event period. Then on April 25, the 29th China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair opened in anticipation of over 200,000 buyers with an exhibition space of 240,000 m², a 50% up from that of the previous year, making it one of the most professional, largest-scale and most popular events within the gifts industry. In the year of 2021, Shenzhen World is expecting more than 62 exhibitions which amount to 3.7 million m². Besides a great focus on exhibition services, Shenzhen World also puts equal emphasis on sustainable development.

The venue factored low-carbon and sustainability into design and construction at the very beginning: full coverage of rigging across the entire venue, an integrated waste sorting program and other green operation plans. For exhibitions with many large machines to display, such as SIMM, a rigging system with a great loading capacity not only helps save much space, but also serves all sorts of functions, including suspending banners and advertisement boards, accomplishing highly complicated work of booth construction, and setting up equipment for lighting, AV and 360-degree live streaming.

It is also worth mentioning that, at Shenzhen World, all the kitchen waste produced by large exhibitions is treated and transformed into organic fertiliser by microbial metabolism through technologies of "classification, crush, dehydration and aerobic fermentation", thus forming an eco-friendly closed loop and cutting off carbon emission.

In addition, Shenzhen Metro Line 20, the first self-driving one of its kind, will be put into service at the end of this year. The line extends about 8.43km and starts from Shenzhen Airport with a design speed of 120 km/h, and Shenzhen World is just 2 stations away from the airport.

UFI Blog

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

[Recent posts include:](#)

LOOKING FORWARD: A PRACTICAL PERSPECTIVE ON RECOVERY Blogger: Rod Cameron, Executive Director JMIC

UFI MEA CONFERENCE: OUR FIRST FACE-TO-FACE EVENT IN 2021 Blogger: Stephanie Selesnick, International Trade Information, Inc.

2021 UFI ASIA-PACIFIC CONFERENCE: A FRESH TOPICAL PERSPECTIVE FOR THE FUTURE Blogger: Stephanie Selesnick, International Trade Information, Inc.

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

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

All blog posts are available at blog.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](#)



LEADING EXHIBITIONS POSTPONED DUE TO NEW LOCKDOWN GUIDELINES

The state government's recent advisories aimed at breaking the spread of the second wave as well as the on-going vaccination programmes have led to the Bombay Exhibition Centre (BEC) simultaneously doubling up as a jumbo care centre as well as a vaccination centre. [Link](#)



BRISBANE'S BCEC HOLDS MORE THAN 100 EVENTS IN Q1 2021

The Brisbane Convention and Exhibition Centre (BCEC) has hosted 113 events in the first quarter of 2021, after re-opening in 2020. The venue has welcomed 71,571 visitors in the last four months, hosting five convention, four exhibitions and many more corporate functions such as lunches and dinners. [Link](#)



UNITING THE WORLD FOR RECOVERY

Our sector needs to be the leader in defending internationally the opening of borders and common sense approaches to ensure that there is security and consistency in every step of the journey as we advance in the recovery. We can do it, we just have to be smart and coordinate it in the right way with measurements and health tests, said the president and CEO of the WTTC. [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](#)



FLEET EVENTS FINDS COVID-19 TEST SERVICE FLEET MEDICAL

Fleet Events gründet in Partnerschaft mit Avanti und Testsealabs den COVID-19-Test-Service Fleet Medical. Der Zusammenschluss der drei Anbieter stellt ab sofort deutschlandweit Corona-Schnelltests sowie optional Fachpersonal für die sachgemäße Durchführung für Schulen, Kitas und Unternehmen bereit. [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 organisers, as well as associations, have already confirmed their dates. [Link](#)



SISO CEO SUMMIT HIGHLIGHTS: GRATITUDE, ANTICIPATION, REINVOGATION AND REINVENTION

The prevailing theme at this year's Society of Independent Show Organizers (SISO) CEO Summit was gratitude. A group of 200 industry leaders gathered from April 12-15, and seemingly everyone was thrilled to be back at an in-person industry event again. [Link](#)



GROUPS URGE CONGRESS TO PASS "SAVE HOTEL JOBS ACT"

The pandemic has resulted in nearly 200 hotels closing their doors permanently in New York City alone. New congressional legislation seeks to save many of the jobs lost in closures there and across the country. [Link](#)



EXCEL LONDON SECURES ESC CONGRESS 2024

The European Society of Cardiology has said that its ESC Congress, the world's largest gathering of heart specialists, will be back at ExCeL London in 2024. [Link](#)

We encourage you to share UFI news with your communities.

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

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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