

UFI Info

June 2021



**GLOBAL
EXHIBITIONS
DAY 2 JUNE 2021**

GBLALEXHIBITIONSDAY.ORG

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Photo: UFI European Conference Visual.



Photo: UFI LATAM Conference Visual

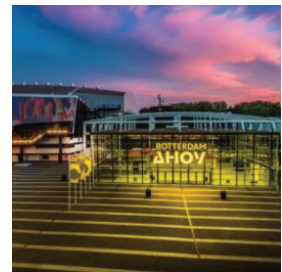


Photo: Rotterdam Ahoy Visual.

Calendar of UFI Events and Meetings 2021

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

| Meeting | Date | Location |
|--|----------------------|--|
| UFI European Conference 2021 | 9 - 10 June 2021 | www.ufieurope.org |
| UFI connects: Ask UFI Anything (English) | 16 June 2021 | www.ufi.org/uficonnects |
| UFI connects: Ask UFI Anything (Spanish) | 23 June 2021 | www.ufi.org/uficonnects |
| UFI LATAM Conference 2021 | 10-11 August 2021 | www.ufilatam.org |
| 88th UFI Global Congress | 3-6 November 2021 | Rotterdam, The Netherlands |
| Global CEO Summit | 26 - 28 January 2022 | Hamburg, Germany |

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 Monthly Innovation Talk: Digital & AI | 17 June 2021 | exhibitionthinktankclub.com |
| ETT Club Micro Workshop: Launch Events – Where To Start? | 21 June 2021 | exhibitionthinktankclub.com |
| ETT Club The Monthly Innovation Talk: Value Proposition | 23 June 2021 | exhibitionthinktankclub.com |

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues and friends,

UFI events are always inspiring and this year's UFI Asia-Pacific and UFI MEA Conferences truly bring optimism and hope for the future!

On 20 May, around 250 exhibition industry leaders from over 20 different markets in the Asia-Pacific region and other parts of the world attended the UFI Asia-Pacific Conference. The digital conference reflects the return of exhibitions and the changes across the exhibition industry.

Another positive result of UFI's efforts to reconnect industry professionals is the UFI MEA Conference 2021: UFI's first in-person event after 15 months of digital events! More than 30 speakers attended on site and around 150 participants from Dubai, the Middle east/ Africa region and beyond joined the first post-pandemic events industry conference in the region. The UFI Middle East and Africa Conference 2021 heralds a return to in-person industry events in the region leading to valuable connections face-to-face again!

I must say, I'm always impressed by our Industry and how we continuously look for opportunities and strategies to re-emerge as a strong force once again! That's why, I want to motivate all of you to take part in the Global Exhibitions Day (GED) celebrations. This year's GED is THE opportunity to prove that exhibitions shine as a bright light at the end of the tunnel.

This year more than ever, we are celebrating the safe return of exhibitions to instil confidence in stakeholders to organise events, by prioritising safety and success in equal measure.

The exhibition industry is well prepared to run events safely and with top-class procedures in place. So, let's restart the engines with renewed confidence and vigour from today onwards, so the show can go on, in the best of spirits.

HAPPY Global EXHIBITIONS Day 2021!

Best regards,
Anbu Varathan, UFI President



Dear colleagues,

It's sixth year, Global Exhibitions Day this week is more important than ever, as our industry remains closed in some parts of the world, reopens in others, and is exceeding pre-pandemic numbers already at some shows elsewhere again. It is a mixed picture, and so we are working with a variety of messages around the world, all to show that we are ready to build and operate the market places and the meeting places for the world.



Towards our customers, we stress that we support them in every way so that they can conduct their business safely on the show floors. We show them that we care for the industries and communities we serve. And we also do not forget to tell them that we want to see them again, face to face, to interact with them, and as well to laugh with them.

And wherever we can, we can ask our customers for their support! Because, when reaching out to politicians and other stakeholders, they are some of the best people that can make our case, as they can share what it means for them to attend a trade show to drive their businesses.

We can add that, as business events professionals, we are the best prepared sector in the world to set up and run organized events safely, with top class procedures in place. That is why ticketing companies were tasked with managing vaccination appointments, or why exhibition venues are generally among the best performing vaccination sites.

Please, as in the previous years, join in and help us as an industry to get our point across. We are being heard! Over recent weeks, inspired by our UFI President, we have begun to reach out to top policy leaders to personally discuss their strategies for economic recovery, to see what role exhibitions have to play in these scenarios, and what support they give to our sector to make their strategies a success. We will have the first of these conversations as a part of our European Conference on June 9 and 10.

Our European Conference this month follows right on the heels of our online Asia-Pacific Conference and our on-site, face to face MEA Conference at Dubai World Trade Center. I want to thank the respective teams for putting together two entirely different, but equally successful events. In both cases, we brought together our UFI Community. Naturally, being on site, on stage, and meeting up with 150 industry colleagues in Dubai felt amazing, after 15 months of digital only events – a sentiment shared by everyone who attended from Dubai, from across the region, from across Europe and even the USA. And while we will continue to offer digital sessions in the months to come (having produced more than 50 UFI connects sessions alone by now), our focus will shift back to in-person events again, driven of course by the 88th UFI Global Congress that is coming up November 3 to 6 in Rotterdam, the Netherlands. Registration will open later this month.

Best Regards,
Kai Hattendorf, UFI Managing Director / CEO



Tomorrow is Global Exhibitions Day

Global Exhibitions Day on 2 June 2021

Global Exhibitions Day (GED) 2021 takes place on 2 June. The 2021 GED campaign focuses 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.

New this year, exhibitions industry celebrates the launch of first-of-its-kind global coalition designed to prioritise the safety and success of communities as they return to business! This coalition, which is led by 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, joined forces as their customers are signalling a desire to return to live event experiences. 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.



www.globalexhibitionsday.org

@UFI_GED_2021 | #GED2021

Photo: GED Visual.

The GED 2021 campaign, which has already engaged audiences in 46 countries/regions, is supported by major players in the exhibition industry. We expect engagement to grow significantly and to make it the largest and most important day of advocacy and awareness for the global exhibition industry!

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! Kai Hattendorf, CEO of UFI, the Global Association for the Exhibition Industry, stated, **“As the world readies itself to recover economically from the COVID-19 pandemic, market places and meeting places are key. These platforms are celebrated each year on Global Exhibitions Day. We are delighted to see the significant resonance of the message, inside and outside the industry, that we have a critical role to play in reconnecting and rebuilding communities and economies.”**

Anbu Varathan, UFI President says: **“This year we are celebrating the safe return of exhibitions to instil confidence in stakeholders to organise events, prioritising safety and success in equal measure. Exhibition industry is well prepared to run events safely with top class procedures in place. Let’s restart the engines with renewed confidence and vigour from today onwards, the show must go on with the best of our spirits. Let’s celebrate Global Exhibitions Day together on 2 June 2021!”**

The entire exhibition industry is encouraged to take part on 2nd June! How to get involved? :

- Share and engage with #GED2021 on social media
- Share photos of you and your colleagues with the GED logo:
- 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, click here to download the template
- 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 everything needed to get involved with GED 2021, visit www.globalexhibitionsday.org.

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.

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 Asia-Pacific Conference

Reflected the return of and changes across the exhibition industry

UFI's Asia-Pacific Conference reconnected a pandemic-affected exhibition industry community digitally across the Asia-Pacific, as different markets in the region are in different stages of re-opening for business. Speakers from across and beyond the region provided updates and insights into topics as diverse as policy updates, best practices on adapting events to the current context, and opportunities and trends in the field of mergers and acquisitions. Experts from industries such as e-sports and theme parks offered strategies to deliver customer-centric products and services under changing circumstances.

The digital conference was attended by around 250 exhibition industry leaders from over 20 different markets in the Asia-Pacific region and the world. This event was open to all industry professionals.



Photo: UFI Asia-Pacific Conference Visual.

"It has been a uniquely difficult year for our industry. So, it was more important than ever for UFI to give our members an opportunity to gather, reconnect and share experiences. Of course, we would have preferred to meet face to face, but this year's online Asia-Pacific Conference did provide a platform for our delegates to learn, network and look to the future in a post-pandemic world. On behalf of the UFI team, I also want to thank the speakers and panellists for delivering such compelling and valuable content. And I think I can speak for everyone when I say we are already excited to meet in person, in Macau, at the 2022 UFI Asia-Pacific Conference," says Mark Cochrane, UFI Regional Director for the Asia-Pacific region, who moderated the event.

Keynote speaker **Margaret Ma Connolly**, President and CEO of Informa Markets in Asia, reports: "the return of visitors to physical shows has been better than expected across China, where shows restarted in summer 2020." Her message to the industry, when looking towards to a more "hybrid", digital future, is to focus on customers. "Tech is an enabler; service is king. And the ROI for the customer is gold," she says.

Jor Zhou, CEO of GL events China, foresees an ongoing consolidation among exhibition organisers across China. "Confidence in the Chinese market amongst international organisers remains high," he says, and he foresees more deals between Chinese and international organisers to be concluded in the coming months.

Prakash Ramajillu, Division Director at Koelnmesse Pte Ltd., and **Andy Anderson**, Technology Director at Hong Kong Disneyland, shared trends and developments from the areas of e-gaming and theme park management, to serve as pointers for developments on and around show floors.

Kenny Yong, Founder and Group CEO of Fireworks Trade Media, reported his experiences in staging and successfully running trade shows, despite the pandemic, in markets across South East Asia. His two key pieces of advice: "be prepared for a game of roulette if you do intend to hold your show, and be honest, open and realistic about what the show will look like with your exhibitors."

Participants also connected live to the show floor at Art Basel Hong Kong, and received a guided tour of the event, delivered by **Andrew Strachan**, Managing Director at MCH Group Asia, and **Megan Leckie**, Regional Head of VIP Relations Asia. Asked to share their experience in seeing the doors of the show open, they said: "it is exhilarating to see attendees on site; they are so excited to re-connect. For the art scene, as an intimate community, re-engaging is so important."

In contrast, **Danny He**, from Alibaba Group, shared the online trade show strategy they are rolling out via a number of digital trade shows, some in collaboration with organisers of physical events.

Wendy Lai, Vice President of Global Sources Exhibitions in Hong Kong, led a session on building digital communities. Keeping communities engaged year round is a challenge for many exhibition organisers, and she shared tips and tricks to do just that. Tom Mouhsian, Principal Analyst at Forrester Research, based in Singapore, added a global perspective on the return of global travel patterns, citing the need for collaboration amongst governments around the world. He called the decision by the European Commission to reopen its borders to fully vaccinated travellers "the first globally relevant, meaningful initiative to drive travel." A global panel on corporate travel and meeting trends wrapped up the day-long programme.

Kai Hattendorf, UFI CEO says: **"we are pleased we could deliver a day packed with insightful information and data for our industry across the Asia-Pacific region – within the limits of a digital-only format. In 2022, the UFI Asia-Pacific Conference will return as an on-site, in-person event, and we look forward to meeting everyone face to face again, in Macao."**

UFI MEA Conference shows optimism for the future

First in-person event after 15 months of digital events

UFI has successfully held the first events industry conference in the Middle East and Africa since pandemic lockdowns. Hosted by the Dubai World Trade Centre, on 26 May, the “UFI MEA Conference” brought together leading players from the region and beyond to network, exchange ideas and forge new partnerships, with participants travelling from as far as the United States.

His Excellency Helal Saeed Almarri, Director General of Dubai Tourism and Dubai World Trade Centre Authority, and Kai Hattendorf, Managing Director and CEO of UFI, delivered welcome addresses.

Leaders from the regional and international exhibition sector gathered in Dubai – thanks to the city’s well-established measures to safeguard the well-being of all visitors – to have the opportunity to see how it has led the way globally in restarting business events in the wake of the pandemic.



Photo: UFI MEA Conference Issam Kazim Speaking.

With a mix of speakers from inside and outside the industry, participants enjoyed a world-class programme of content, including economic outlooks, case studies, lessons learnt from the pandemic and plans for the future. There were also multiple networking opportunities to catch up with friends and colleagues, meet new people and enjoy the company of colleagues.

Issam Abdul Rahim Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing, says: **“Driven by the city’s strong, decisive leadership and prudent handling of the COVID-19 pandemic, Dubai has led the way internationally in safely restarting exhibitions, trade shows and other business events, which play a vital role in economic and knowledge development locally. Just as we’ve worked with local and international stakeholders to ensure the city has been well-placed to resume events, we are committed to working with the wider industry to share knowledge and learning. Hosting the UFI Middle East and Africa Conference has enabled us to engage with key leaders from the global business events community and provide a platform for its continued rebound.”**

Kai Hattendorf, UFI CEO and Managing Director, adds: **“We are very happy to offer our members and the industry the opportunity to re-connect in person, on site, face to face, this week. You could literally sense the excitement in the conference hall, as colleagues from across the region met each other again, took stock of where we are as markets re-open and discovered future opportunities in the Middle East and beyond. UFI is ready to support the industry across the region in this recovery.”**

Trixie LohMirmand, Executive Vice President at the Dubai World Trade Centre, says: **“The Dubai World Trade Centre is delighted to finally welcome so many UFI delegates to connect again face to face, celebrate the industry’s achievements and jointly accelerate the global momentum of events re-opening. On this wonderful occasion, I’m also proud to share the launch of the Sum+ Of Us Women in Events Network, which has received a pledge of support from UFI, whose own Special Interest Group for Female Leadership strives to raise the profile and visibility of female leaders and talents in the exhibition industry. The network will be the region’s first women leadership development initiative, and has been established to support talented, dedicated women to evolve, grow and create greater impact in the exhibitions and wider events industry. As founding sponsor of Sum+ Of Us, the Dubai World Trade Centre is delighted to receive the full endorsement of HE Helal Almarri and the support of UFI, which is at the forefront of driving positive change in the diversity agenda.”**



Photo: UFI MEA Conference Trixie LohMirmand Speaking.

UFI MEA Conference shows optimism for the future

First in-person event after 15 months of digital events

Naji El Haddad, UFI Regional Director for the Middle East and Africa, says: **"This conference is a clear manifestation of the industry's resilience and determination to thrive, despite the current circumstances. The success of the event wouldn't have been possible without the support of our host, Dubai World Trade Centre, and our destination partner, Dubai Tourism. I'd like to offer a special thanks to all of our sponsors, speakers and delegates for their contribution and participation."**

The event is the latest in a series of important shows and conferences taking place in Dubai over recent months, following on from Gitex Technology Week, Gulfood and Arabian Travel Market. In the coming months, Dubai will continue to host major events, including Arab Health and The Hotel Show, as momentum builds towards Expo 2020 Dubai. This year's conference was supported by UFI's Diamond Sponsors: the Thailand Convention & Exhibition Bureau (TCEB), Qatar National Tourism Council (Qatar), Shenzhen World and Freeman. A wide range of sponsors also backed the event. Full details of the 2021 UFI Middle East and Africa Conference can be found at: www.ufimea.org As always, UFI members can listen to talks and watch presentations from the conference online on demand, by visiting the members' area of the UFI [website](#).



Photo: UFI MEA Conference Networking.



Photo: UFI MEA Conference Delegates.

88th UFI Global Congress

Save the date

As events reopen around the world, UFI is happy to confirm that this year's Global Congress will take place as a live, on-site event.

As the vaccination roll-out continues and international travel restarts, we cannot wait to bring the global UFI community back together again, face-to-face!

Please mark your diaries for **3-6 November**, when the 88th UFI Global Congress will take place at Rotterdam Ahoy, the Netherlands.

We will begin as usual with pre-Congress sessions and the Welcome Reception on Wednesday 3rd November, and the main Congress days will follow on Thursday 4th and Friday 5th November. On Saturday 6th November you will be able to enjoy a tour of the beautiful city of Rotterdam on our Post-Congress Tour.



Photo: Rotterdam Visual

Registration will open in June, but you can already [pre-register](#)!

The whole UFI team is looking forward to welcoming you in Rotterdam in November!

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 any news from your region, please email us at reopen@ufi.org.

ASIA/ PACIFIC

| Market | 2021 | | | | | |
|-------------|-------|-----|------|------|--------|-----------|
| | April | May | June | July | August | September |
| Australia | | | | | | |
| Cambodia | | | | | | |
| China | | | | | | |
| Hong Kong | | | | | | |
| India | | | | | | |
| Indonesia | | | | | | |
| Japan | | | | | | |
| Macau | | | | | | |
| Malaysia | | | | | | |
| Myanmar | | | | | | |
| New Zealand | | | | | | |
| Pakistan | | | | | | |
| Philippines | | | | | | |
| Singapore | | | | | | |
| South Korea | | | | | | |
| Taiwan | | | | | | |
| Thailand | | | | | | |
| Vietnam | | | | | | |

AMERICAS

| Market | 2021 | | | | | |
|----------------------------|-------|-----|------|------|--------|-----------|
| | April | May | June | July | August | September |
| Argentina | | | | | | |
| Bolivia | | | | | | |
| Brazil Sao Paulo | | | | | | |
| Brazil Rio de Janeiro | | | | | | |
| Brazil rest of the country | | | | | | |
| Canada | | | | | | |
| Costa Rica | | | | | | |
| Cuba | | | | | | |
| Chile | | | | | | |
| Colombia | | | | | | |
| Ecuador | | | | | | |
| El Salvador | | | | | | |
| Guatemala | | | | | | |
| Honduras | | | | | | |
| Mexico | | | | | | |
| Ciudad de Mexico | | | | | | |
| Mexico Guadalajara | | | | | | |
| Mexico Monterrey | | | | | | |
| Mexico rest of the country | | | | | | |
| Panama | | | | | | |
| Peru | | | | | | |
| Uruguay | | | | | | |
| USA Chicago | | | | | | |
| USA Florida | | | | | | |
| USA Las Vegas | | | | | | |
| USA New York | | | | | | |
| USA rest of the country | | | | | | |

EUROPE

| Market | 2021 | | | | | |
|-------------|-------|-----|------|------|--------|-----------|
| | April | May | June | July | August | September |
| Austria | | | | | | |
| Belgium | | | | | | |
| Bulgaria | | | | | | |
| Croatia | | | | | | |
| Finland | | | | | | |
| France | | | | | | |
| Greece | | | | | | |
| Hungary | | | | | | |
| Italy | | | | | | |
| Ireland | | | | | | |
| Latvia | | | | | | |
| Luxembourg | | | | | | |
| Netherlands | | | | | | |
| Poland | | | | | | |
| Portugal | | | | | | |
| Russia | | | | | | |
| Spain | | | | | | |
| Switzerland | | | | | | |
| Turkey | | | | | | |
| Ukraine | | | | | | |
| UK | | | | | | |

MEA

| Market | 2021 | | | | | |
|--------------|-------|-----|------|------|--------|-----------|
| | April | May | June | July | August | September |
| Algeria | | | | | | |
| Bahrain | | | | | | |
| Egypt | | | | | | |
| Iraq | | | | | | |
| Jordan | | | | | | |
| Kuwait | | | | | | |
| Lebanon | | | | | | |
| Lybia | | | | | | |
| Morocco | | | | | | |
| Oman | | | | | | |
| Qatar | | | | | | |
| Rwanda | | | | | | |
| Saudi Arabia | | | | | | |
| South Africa | | | | | | |
| Syria | | | | | | |
| UAE | | | | | | |
| Zambia | | | | | | |
| Zimbabwe | | | | | | |

UFI Exhibition Management School

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

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)

Fees: UFI Members 1,075.50€ / non UFI-Members 1,195€.

UCP foundation programme: 20 UCP credit hours

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




Aletta Kok
Director Marketing, Digital and New Business
Course Lecturer June 2021

Places are limited
Register now!

ufi Exhibition Management School
In partnership with MBB-Consulting

mb3 Consulting Group

ufi The Global Association of the Exhibition Industry




Alexander Angus
Business Development Director
Course Lecturer June 2021

Places are limited
Register now!

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mb3 Consulting Group

ufi The Global Association of the Exhibition Industry




Ashley Roberts
General Manager
Course Lecturer June 2021

Places are limited
Register now!

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mb3 Consulting Group

ufi The Global Association of the Exhibition Industry




Natalie Campbell-Reid
Content Lead
Course Lecturer June 2021

Places are limited
Register now!

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mb3 Consulting Group

ufi The Global Association of the Exhibition Industry




Matthias Tesi Baur
CEO
Course Lecturer June 2021

Places are limited
Register now!

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mb3 Consulting Group

ufi The Global Association of the Exhibition Industry




Wilbert Heijmans
Group Managing Director
Course Lecturer June 2021

Places are limited
Register now!

ufi Exhibition Management School
In partnership with MBB-Consulting

mb3 Consulting Group

ufi The Global Association of the Exhibition Industry

UFI Certified Professional (UCP) designation

Start your UCP Journey Today!

Congratulations to all UCP designators who are the first ever to become UFI Certified Professionals.

Daben Mao, Shenzhen World Exhibition & Convention Centre (China)

Supawan Teerarat, TCEB (Thailand)

Kanokporn Damrongkul, TCEB (Thailand)

Jaruwan (Rose) Suwannasat, TCEB (Thailand)

Marvin Pinto, 1st Arabia Trade Shows & Conferences (Saudi Arabia)

Mahir Abdulkarim Julfar, Dubai World Trade Center (UAE)



Photo: UCP Logo

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.

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!

Start your UCP journey with the upcoming [UFI-Exhibition Management School](#) from 28 June – 23 July 2021 online.

We also encourage you to take a look at the UCP modular calendar hereafter and pick the courses that suit your career best.



ufi Exhibition Management School
In partnership with MBB-Consulting

10 online sessions starting
28 June 2021

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

Register now at ufi-ems.com

10% OFF
for all bookings before 10 May 2021

Course topics: Exhibition Management, Exhibition Design, Exhibition Marketing, Exhibition Evaluation, Exhibition Technology, Exhibition Sustainability, Exhibition Security, Exhibition Insurance, Exhibition Legal, Exhibition Ethics

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](#)



17 June

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](#)



23 June

The Monthly Innovation Talk VALUE PROPOSITION.

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

For more information click [here](#)



21 June

MICRO-WORKSHOP: Launch Events – Where To Start?

For more information click [here](#)

UFI Members benefit:

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

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

More information or questions: engagement@ufi.org.



NETWORKING
EDUCATION
INNOVATION

Exhibition Think Tank

Become a member and help innovate the exhibition industry

Special benefit
for UFI Members:

2 free « ETT Club
Gold Membership »

Get yours, via the
UFI Member's Area
www.ufi.org/membersarea

40+
EVENTS

ENDLESS
SKILLS AND
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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

LATAM Conference 2021: New dates confirmed!

This year's Conference will be taking place on 10-12 August digitally, and will offer delegates expert content on trending issues, networking in small discussion groups and entertainment!

This year you do not have to travel to join us, you can connect from anywhere in the world, wherever you are!
Although our event language is Spanish, we will offer translation into Portuguese and English.

We look forward to welcoming you to our Latam Conference in August!

For more details, please visit our [website](#).



Photo: UFI Latam Conference Visual.

News from Europe

#ufieurope Conference Programme

The UFI European Conference is the leading European exhibition industry event, a trusted platform to bringing colleagues together from across Europe and beyond every year.

This year's Conference taking place on 9-10 June will be digital, and will offer delegates keynote sessions and expert content, and also networking, matchmaking & business development opportunities. And of course, some UFI magic!

The event attracts approximately 300 industry leaders from organisers, venues & service providers. This year you don't have to travel to join us, you can do so from the comfort of your office.

Go to our [website](#) to register.



UFI European Conference
June 9 - 10, 2021 (CET)

June 9th - All times CET

13:45 - 14:00
Official opening, Live covered by Andrew Samuels

14:00 - 14:15
Keynote: *Midwest Digital - digital platforms & the 360-degree show model*

14:15 - 14:30
The Future of the exhibition industry in Europe

14:30 - 14:40
Exchange Session

14:45 - 15:00
Break - Speed Networking & Rooftop Terrace Bar

15:00 - 15:30
The Data Debate - What's Data?

15:30 - 15:40
Rooftop urban terrace - the future for exhibition centres?

15:40 - 15:50
Insights - The sustainable future of events?

15:50 - 15:55
Deep dive interactive discussions

15:55 - 16:00
Break - Speed Networking & Rooftop Terrace Bar

16:00 - 16:50
Exchange Session: Getting back to business safely and securely. How businesses selected by their innovative security surrounding exhibition.

16:50 - 17:05
Roundtable: Digital platforms, hybrid exhibitions & 360s in the new model

17:05 - 17:25
Global Recovery Insights: The latest data on demand to recovery

17:25 - 17:30
Wrap up of the first day

17:30 - 17:35
Live Music: Performance by Simona Lagana

17:35 - 18:30
Break - Speed Networking & Rooftop Terrace Bar

June 10th

14:00 - 14:10
Welcome back from the roadshow: UFI member updates, UCI acknowledgement, Q&A Europe

14:10 - 14:25
Sports Events - Decades of Hybrid Experience

14:25 - 14:30
Football Challenge - The Draw

14:30 - 14:45
Government support for exhibition sector I

14:45 - 15:00
Government support for the exhibition industry II

15:00 - 15:15
Break - Speed Networking & Rooftop Terrace Bar

15:15 - 15:25
Roundtable: Europe responds - a country by country update

15:25 - 15:35
Comment: Learning that adapting to change, choosing the right partners

15:35 - 15:40
Exchange Session

15:40 - 17:00
European Football Challenge

17:00 - 17:20
M&A - a changing landscape

17:20 - 17:35
Rethinking - where innovation meets tradition

17:35 - 17:45
Closing Remarks & Wrap-up

17:45 - 18:30
Live music - Speed Networking & Rooftop Terrace Bar

18:30 - 21:30
Post-Conference drinks reception - London



UFI European Conference
June 9 - 10, 2021 (UK time reference)

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News from Europe

#ufieurope Conference Programme Continued



UFI European Conference
June 8 - 10, 2021 (UK time reference)

Why attend?

- Compelling speakers
 
- Speed Networking & Roundtable sessions
 
- Learning & Inspiration
 
- Fun!
 

Registration Fees

| UFI MEMBERS | NON UFI MEMBERS |
|-------------|-----------------|
| EUR €99 | EUR €149 |

Who can attend the UFI European Conference?

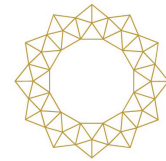
The Conference is open to all Events and exhibitions professionals interested in the region.

Fee Includes:

- Access to the event platform for livestream of the UFI European Conference 2021
- Post-event access to all sessions' recordings
- Networking opportunities with other participants in GRIP: live chat, and small group discussions, one to one meetings

EEIA News from Brussels

A busy month in Brussels



EUROPEAN
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EU travel and reopening

A compromise has been found about the Regulation on the EU Digital COVID Certificate (formerly named Digital Green Certificate). It will be adopted by the European Parliament early June and be approved by the Council after that so it will be operational at the end of June the latest. Technical test are advancing with many countries, there will be a “phase-in” period of 6 weeks. As a common EU instrument, the “Digital COVID Certificate” (DCC) will provide convenient proof that the holder has either been vaccinated against COVID-19, recovered from the virus, or received a negative test result. It will help restore free movement of people

It will be operational at the end of June the latest.

[Consilium.europa.eu](https://consilium.europa.eu)

[Europa.eu/commission/presscorner](https://europa.eu/commission/presscorner)

[Politico.eu](https://politico.eu)

[The Tourism Manifesto](#), whose member EEIA is, welcomes the adoption in the name of the entire travel and tourism industry.

Besides, the European Council has adopted an updated **Recommendation on restrictions to travel** from three countries. Member States should accept proofs of vaccination and could lift restrictions on non-essential travel for third-country travellers who have received the last recommended dose of an EMA approved vaccine at least 14 days before arrival. Possibly also other WHO emergency use listed vaccines.

[Consilium.europa.eu](https://consilium.europa.eu)

[Data.consilium.europa.eu](https://data.consilium.europa.eu)

Label for COVID-19 health and safety in tourism establishments and services developed by CEN

This label aims to increase the trust of travellers and tourists, as well as residents and employees, fostering the EU's reputation as a quality tourism destination.

CEN endorses of the ISO PAS 5643 'Measures to reduce the spread of Covid-19 in the tourism industry', which contains requirements and recommendations.

EU countries now have the opportunity to award the label, making use of various EU funding possibilities.

[Europa.eu](https://europa.eu)

Switzerland ends EU treaty talks

The Swiss government decided to discard a treaty with the European Union as substantial differences remained between Switzerland and the EU on key aspects of the agreement

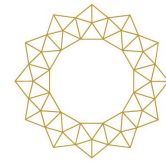
The treaty has been on the table since 2018. Its aim was to simplify and strengthen ties with the country's biggest trading partner by binding Switzerland more closely to EU's single market rules, including free movement of people, and provide a more effective way to resolve disputes.

Critics say the pact compromised Swiss sovereignty to an unacceptable extent.

EU-Swiss ties continue to be governed by over 100 bilateral agreements going back to 1972 and enhanced after Swiss voters in 1992 rejected membership in the European Economic Area. They remain in effect.

Nevertheless, failing to close the treaty blocks Switzerland from any new access to the single market, such as an electricity union. Additionally, existing accords may also erode over time, such as an agreement on cross-border trade in medical technology products that has just lapsed.

Continued



EUROPEAN
EXHIBITION
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EU SURE instrument for employment support

The European Commission disbursed €14.137 billion to 12 EU Member States in the seventh instalment of financial support under the SURE instrument. These SURE loans assist Member States in addressing sudden increases in public expenditure to preserve employment following the coronavirus pandemic. Specifically, they will help cover the costs directly related to the financing of national short-time work schemes and other similar measures, including for the self-employed. This instrument helps to maintain employment in the hardest hit sectors, including the exhibition, hospitality and travel sector.

Europa.eu

Guide on EU funding for the tourism ecosystem

A new online guide highlights the wide range of funding programmes financed by the new budget, Multiannual Financial Framework 2021-2027, and Next Generation EU. With these resources and this guide, the EU is supporting the move towards a more digital, sustainable and inclusive EU.

The guide will help to find appropriate funding. It contains links to relevant EU programme websites with the latest developments (such as annual work programmes or call for proposals) and further details per programme. For inspiration, there are concrete project examples funded by previous EU programmes. These examples are from the tourism sector only, but most programmes are equally relevant for other sectors, so it is worth diving into it!

Europa.eu

Don't forget to log in!

UFI Members' Area
ufi.org/membersarea

TCEB

Thailand as “Power of One” to Propel Exhibition Industry

Continually, Thailand’s state and private sectors have been proactively joining forces as the “Power of One” to tackle new challenges from the global pandemic. Thai government’s stringent hygiene and safety measures, nationwide vaccination centers and strong fighting spirits among medical professionals, businesses and public volunteers are clearly witnessed as a positive energy promoting confidence towards the country.



From the Center for COVID-19 Situation Administration, vaccination has started since March 2021, and is on-going with more vaccine imports. Many exhibition venues have given full supports by transforming their halls into field hospitals.

Economy wise, Thai exports bounced back with 8.47%, achieving USD 24.22 billion in March 2021. Meanwhile, the Board of Investment has announced the foreign direct investment during Q1 of 191 projects worth approximately USD 2 billion, 143% increase YoY*.

In parallel, Thailand Convention and Exhibition Bureau (TCEB) has continuously taken intensive steps to drive exhibition industry recovery by maintaining financial subsidy. Currently, 42 shows confirm to be organised this year, accounting USD 650 million. Also, we are introducing skill development opportunities through the “Incubation Program,” a platform to leverage new business knowledge and insights.

Source: *The Thailand Board of Investment (BOI), and Ministry of Commerce

For more information please contact: exhibitions@tceb.or.th

Shenzhen World

An update from China

Shenzhen World Exhibition & Convention Center has delivered 5 events in May with a total exhibition area reaching 270 thousand m², which cover multiple industries including automobile, energy, LED, home decoration and hospitality.

AAITF, the largest among the five, covers an exhibition area of 120 thousand m² and is known as “a bellwether of China’s automotive supplies industry”.



This is the second time for AAITF, a collection of exhibition, meetings and activities, to be staged in Shenzhen World. Official reports say that this year’s edition represents a huge leap from the perspectives of the overall scale, the profiles of exhibitors, and the numbers of new products and buyers. In June, China Hospital Construction Conference, Hospital Build & Infrastructure China Exhibition & Congress, a global top exhibition in the hospital construction industry, will be held at Shenzhen World Exhibition & Convention Center with an area of 120 thousand m².

As Shenzhen enjoys a reputation for its high-tech industries, the venue has been designed to be a new generation of smart venue, which is jointly realised by Huawei, Accenture and China Telecom. At present, the construction of the smart venue project, which contains on-site services, safe event, large-scale equipment operation and management, and guest experience, has been 95% finished. In terms of venue management, large-scale venues may find it unsuitable to adopt traditional management strategies since they are usually susceptible to more risks and confronting greater challenges to their hard facilities and service capabilities posed by the heavy flow of visitors and vehicles and high-standard safety requirements.

Operational practice has proved the increasingly prominent advantages of the smart systems. The EB and EI systems, which underpin on-site operation, have been put into use since 2019 and have dealt with 600+ customer clues and 3,500+ on-site orders respectively. The Safe Event system is able to monitor the safety conditions of the venue in an all-round way, and combines both monitoring and dispatch on one platform.

This has solved the difficulties facing traditional event safety management systems, such as cross-multiple-system communication, poor data interconnection, scattered security resources and inefficient command. In addition, the CEOC system of Shenzhen World Exhibition & Convention Center will also be available soon which can directly monitor various data of the venue including people flow, vehicle flow, temperature, humidity, the usage of Shenzhen World Mini Program on Wechat, energy consumption (water, power and compressed air), and the status of large-scale equipment. The system integrates multifarious data on one giant high-definition screen and displays them in separate modules on the same screen, through which the data can be observed in a structured and detailed manner. Hence a super big cockpit featuring comprehensive management and decision-making capabilities is housed in the venue.

By prioritising customer experience and aiming at effectively solving problems, the smart systems of Shenzhen World Exhibition & Convention Center are still being constantly updated and iterated, and more functions will be gradually rolled out this June to achieve full-process smart management.

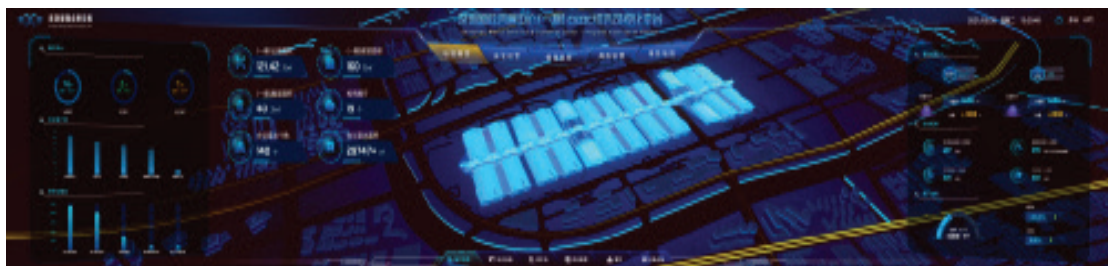


Photo: Visual Provided by Shenzhen World.

UFI Blog

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

[Recent posts include:](#)

"POWER OF ONE" – KEY SOLUTION TO THAILAND'S EXHIBITION INDUSTRY DEVELOPMENT AMID COVID CHALLENGES

FIRA DE BARCELONA RECEIVES THE UFI OPERATIONS & SERVICES AWARD 2021

SISO/UFI DEEPER DIVE: CASE STUDY ON JEWELERS INTERNATIONAL SHOWCASE

GLOBAL EXHIBITIONS DAY #GED21 – WHAT ARE YOU LOOKING FORWARD TO MOST WHEN EXPOS REOPEN? Blogger: Stephanie Selesnick, International Trade Information, Inc.

EEAA CALLS FOR MORE FUNDS AND THE URGENT EXTENSION OF THE BUSINESS EVENTS GRANTS PROGRAM

JOINT INDUSTRY INITIATIVE LAUNCHES TO UNITE EVENT DATA

FRANCE ANNOUNCES RE-OPENING DATES FOR EVENTS

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.

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](#)



FINANCE MINISTRY GRANTS ‘INFRASTRUCTURE’ STATUS TO CONVENTION CENTRES

A finance ministry notification said convention and exhibition centres had been included in the harmonised master list of infrastructure sub-sectors under the social and commercial infrastructure sub-sector. [Link](#)



UNGERBOECK AND EVENTBOOKING TO MERGE

Manish Chandak of Ungerboeck will serve as president and CEO, and Steve Mackenzie of EventBooking will serve as executive vice president. The merger has the backing of private equity group Cove Hill Partners. William Blair advised Ungerboeck, and Raymond James advised Cove Hill Partners on the transaction. [Link](#)



THE WORLD UNITES TO REACTIVATE TOURISM

The International Tourism Fair, Fitur, which took place in Madrid, Spain, in a special edition, has highlighted the urgent need for the recovery of the tourism sector at a global level. [Link](#)



WORLD MEETINGS FORUM CULIACÁN

Despite having woken up to a strong storm in Mexico City (in my case), we boarded the plane bound for Culiacán with all the energy of being part of the World Meetings Forum Summit Culiacán.

[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](#)



FIRA DE BARCELONA WINS THE UFI OPERATIONS & SERVICES AWARD 2021

The award recognises the institution's versatility in dealing with the crisis caused by COVID-19, the return to activity with new digital and hybrid models and the implementation of innovative security measures, as well as the strengthening of links with society and the region. [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](#)



GLOBAL INDUSTRY PERFORMANCE REVIEW 2021 PREVIEW

COLOGNE — In his preview of the new release of the annual Global Industry Performance Review, Jochen Witt, President & CEO of jwc GmbH, shed some light on the widespread global losses the industry has faced in the past year, as well as the role China and omnichannel events will play in its recovery. [Link](#)



EVENT AND HOSPITALITY COMPANIES FORGE A PATH INTO A DIGITAL PAYMENTS FUTURE WITH CRYPTOCURRENCY

Event and hospitality companies are gearing up for a digital financial future by accepting cryptocurrency as a customer payment option. [Link](#)



THE JOINT MEETINGS INDUSTRY COUNCIL

The Meetings Industry consists of a broad range of organisers, suppliers and facilities engaged in the development and delivery of meetings, conferences, exhibitions and other related events which are held in order to achieve a range of professional, business, cultural or academic objectives. [Link](#)

We encourage you to share UFI news with your communities.

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