

UFI Info

July/August 2021



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Contents

Calendar of UFI Events and Meetings	03
Welcome from the UFI President	04
CEO Column	05
New UFI President Announced	06
Amendment of UFI Auditing Rules	07
Reimagining Business Events	08-09
Up-Skilling at the UFI Exhibition Management School	10
UFI Certified Professional (UCP) Designation	11
The 2021 Global Industry Performance Review (GIPR)	12
ADNEC Wins 2021 UFI HR Award	13
WebSummit Wins 2021 UFI Sustainability Development Award	14
Fira Barcelona Wins 2021 UFI Operations & Services Award	14
Messe Munich Wins 2021 UFI Marketing Award	15
FEXPOCRUZ Wins 2021 UFI Industry Partners Award	15
DLG Expo Wins 2021 UFI Digital Innovation Award	16
88th UFI Global Congress	17
Market Status Tracker	18
ETT Club Advert	19
UFI Connects	20
News from Latin America	21
EEIA News From Brussels	22
UFI Members Login Page	23
Shenzhen World Diamond Sponsor Update	24
TCEB Diamond Sponsor Update	25
UFI Blog	26
News updates from our Media Partners	27



Photo: UFI LATAM Conference Visual

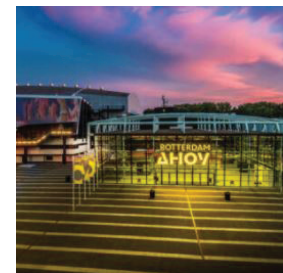


Photo: Rotterdam Ahoy Visual.



Photo: UFI Connects 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: Reimagining Business Events	8 July 2021	www.ufi.org/uficonnects
UFI connects: Data Ownership: An Organisers Perspective	15 July 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

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Welcome



Dear colleagues and friends,

I'm so proud to be part of this Industry. We are big and on Global Exhibitions Day we demonstrated our agility, creativity and resilience! From videos to meetings, from webinars to hybrid events, from webcasts to social campaigns and virtual contests, and more, industry professionals and organisations from around 110 countries/regions spread the message that "exhibitions are the fastest of fast tracks to economic recovery" across the globe.

Participation in this year's Global Exhibitions Day has been amazing! GED 2021 definitely is a unification of the industry, presenting the opportunity to share hope and optimism, and to focus on the important role of exhibitions in reconnecting and rebuilding communities and economies.

We've seen thousands of event professionals celebrating across the globe, and saying how proud they are to be part of the industry and how much they value face-to-face events. This memorable day raises awareness, as we demonstrate our passion, purpose and power!

I would like to thank all of you involved for your precious engagement. I invite you to save the date for GED 2022, which will – as always – be held on the first Wednesday in June, so next year it will be on **1 June 2022**.

As you all know, UFI offers platforms for sharing best practices and honouring outstanding activities in our industry. Thanks to the UFI Awards, recognising the top exhibition industry initiatives in Human Resources, Digital Innovation, Marketing, Operations & Services, Industry Partners, Sustainable Development, you can see what others are doing and gain some valuable knowledge.

The competition is stiff and I would like to congratulate all 2021 UFI Awards winners:

- Digital Innovation Award: **Shanghai DLG Exhibitions and Events**
- HR award: **ADNEC**
- Industry Partners Award: **FEXPOCRUZ**
- Marketing Award: **Messe Munich**
- Operations and Services Award: **Fira Barcelona**
- Sustainable Development Award: **Web Summit**

Your initiatives and projects are driving our industry forward. I would like to thank all the colleagues across UFI Working Groups who manage the respective awards and judge the entries. We all appreciate the work you're putting into this!

Read more about UFI Awards winners on pages 13-16.

This year more than ever, we witness the need to meet. The next UFI event that I am very much looking forward to is the 88th UFI Global Congress in Rotterdam, from 3-6 November. Together we will celebrate the recovery of our sector, exchange lessons learned, and look at how we can shape our industry to adapt and grow in the new post-COVID world. There will be many networking opportunities and it's the perfect chance to explore this beautiful destination in the company of your peers.

Save your seat now: www.uficongress.org

Best regards,
Anbu Varathan, UFI President



Dear colleagues,

We are half way through 2021, and with our industry reopening ever more against the threat of the rise of the delta variant of the COVID virus, the next months will remain challenging. Vaccinations proceed in many of the major markets, and they are reaching the whole global population. Processes around travel are being rolled out – with the European Union’s standardised digital certificate a global milestone and benchmark now. And countries like Singapore are reviewing their policies to switch from pandemic policies to those who manage an ongoing existence of the covid virus – like the flu virus – and work on endemic regulations.



In June we have seen Informa’s World of Concrete in Las Vegas in the US. We have seen GSMA’s Mobile World Congress in Barcelona in Spain. We have seen Informa’s Arab Health in Dubai. And we have seen – and are getting used to again – a whole array of major shows running successfully across China.

These exhibitions clearly signal to businesses, policymakers, and the media that industries and their leaders are eager to return to our market places and to the show floors. We know that, and they show that. But while we read this as a sign of confidence, some media and stakeholders will continue to challenge this – by pointing to the lower numbers of participants compared to our industry’s record year in 2019. Or by talking up digital only alternatives.

Working together, as an industry, as we did throughout the pandemic, the next phase in our global reopening will need to focus on showcasing the successes we generate. First, and obviously – we can show that our health & safety processes at the shows are working, that we are keeping people safe, that trade shows and business events are controlled environments, unlike, say, fully packed sports stadiums. As UFI, we held our first face to face conference again in May in Dubai – and there have been no infections linked to it, for example. Showing this is proof when we talk to local and regional authorities about the health & safety measures for upcoming events, where we will ramp up occupancy rates in line with regional and national health frameworks.

The second major element of our industry’s comeback story are the successes of our customers. The more we can showcase their successful show participations, the more this will drive others who are currently on the fence about returning to the show floors as well. As UFI, jointly with SISO, we are working on capturing case studies from shows to build the library of cases that we all can use to drive these conversations. And, of course, we continue to update the reopening tracker that shows which countries and markets around the world are open again now, or when they will open in the coming months (you can find them on our COVID resource pages at ufi.org/coronavirus).

We stay focused on providing resources for all of you beyond these. Please make sure you [download the new white paper](#) we did in collaboration with the Singapore Tourism Board and PCMA called “Reimagining Business Events Through COVID-19 and Beyond” for the latest thinking and cases about changes to events production post pandemic. If you want to dig deeper, we will have an [UFI connects session](#) on that on July 8.

And watch out for two major research releases through July and August:

- The 27th edition of the Global Barometer, where we will again have a record reach and depth of data for this series.
- And – for members only – the 3rd instalment in the “Global Recovery Insights” series with Explori. Those who joined the digital European Conference already know about some headline findings. And all members can watch that session on demand on the [members section](#) at ufi.org

As every year, UFI Info will take a break in August, as the UFI team members take some (dare I say very well deserved) downtimes from their work.

Best Regards,
Kai Hattendorf, UFI Managing Director / CEO

New UFI President Announced

Michael Duck to lead as UFI President in 2022-23

UFI's Board of Directors has elected Michael Duck as future President of UFI for the 2022-23 period.

The UFI Presidential Trio for the 2021-22 term will, therefore, be:

Michael Duck (EVP – Commercial Development, Informa Markets, and EVP – Commercial Development, Group at Informa Group), Incoming President 2022-23

Monica Lee-Müller (Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited (HML), Hong Kong), President 2021-22

Anbu Varathan (Indian Machine Tool Manufacturers' Association – IMTMA, India), Outgoing President 2020-21



Photo: UFI Presidential Trio 2022: Anbu Varathan, Monica Lee-Müller,

This decision will become effective at the conclusion of the [88th UFI Global Congress](#), which runs from 3-6 November 2021, in Rotterdam, the Netherlands.

Michael Duck is currently EVP Commercial Development for both Informa Markets and Informa Group. Informa Markets is the world's largest exhibition organiser, and Michael Duck has been active in UFI for 25 years, serving in various functions within the association. More than 20 years ago, he was the founding Chairperson of UFI's Asia-Pacific Chapter, and, following that, was the founding Chairperson of the Sustainability Committee. He has also spent many years as the association's Treasurer, a mandate he will now pass on.

Anbu Varathan, UFI's current President, says: **"I am pleased to welcome Michael to the UFI leadership team, alongside Monica Lee-Müller. Michael has supported the association's mission for many years, driving developments especially in the Asia-Pacific region. I look forward to working with him, as he takes on the role of Incoming President. I wish him every success in performing all the important duties that are required of this position. I know he will be a wonderful leader for all aspects of our industry."**

Michael Duck says: **"I am delighted and honoured to have been chosen by the UFI Board of Directors as Incoming President for 2022-23. There hasn't been a more challenging time for our industry, as we work together to revitalise and restart post-COVID-19. UFI has worked tirelessly to support the trade fair industry across the globe, and to support our members – both large and small. Informa Markets has given me their full support to take on this important role."**

As UFI's Incoming President, Michael Duck will work closely with the President and Outgoing President as part of the Presidential Trio, managing UFI at the highest level, and helping UFI to continue its global mission to connect, support and promote the exhibition industry around the world.

UFI was founded in 1925 as a non-profit, non-partisan, international association, and today is the global association for the exhibition industry, directly representing more than 50,000 exhibition industry professionals, in almost 90 countries around the world. UFI operates from four regional offices, in addition to its headquarters in Paris.

UFI's recent presidents have been from the USA (Mary Larkin 2019-20), South Africa (Craig Newman 2018-19), Italy (Corrado Peraboni 2017-18), Germany (Andreas Gruchow 2016-17), Russia (Sergey Alexeev 2015-16), Colombia (Andrés López-Valderrama 2014-15) and France (Renaud Hamaide, 2013-14).

Amendment of UFI Auditing Rules

New Rules for UFI Approved Events

The COVID-19 pandemic has been very challenging for our industry over the past 18 months. This year, more than ever, almost everybody has been exposed to digital events. And as new models emerge, so has the need to align metrics. Digital and hybrid event elements will remain a tangible segment in our industry going forward.

In order to support our industry, we have amended our Auditing Rules to reflect this. Led by BPA's Glenn Hansen, together with UFI, these amendments are based on key insights from a working group of global auditors. Integrating digital and hybrid event elements within UFI Approved Event labels will provide exhibitors and visitors with a sound basis for business decisions.

Please find here UFI's [updated Auditing Rules](#), as approved by UFI's Board of Directors, for your perusal.



UFI's Auditing Rules

June 2021

For the Statistics of UFI Approved Events and UFI Approved International Events

1. Introduction	1
2. Terminology	1
3. Basic principles	3
4. The Audit	4
5. The Auditors	6
6. UFI Standard Audit Certificates	6
7. Dispute resolution	7

Introduction

The provision of data which has been verified by independent auditors is one of the cornerstones of the quality standards of UFI Approved Events and is clearly defined in *UFI's Internal Rules* (Annex 1). The current document is designed to be used alongside *UFI's Internal Rules* and the *UFI Calculation Standards and Definitions* (Annex 2) which provide detailed definitions of what UFI measures in terms of visitors and exhibitors at UFI Approved Events and UFI Approved International Events. The contents of these documents are intentionally not replicated in these Rules which focus purely on the process of auditing.

This document is designed to provide guidance on how data may be verified, who is entitled to undertake the auditing, and the frequency of audits, certification and reporting standards.

Reimagining Business Events

STB, PCMA and UFI Launched White Paper

Singapore Tourism Board (STB), Professional Convention Management Association (PCMA) and UFI (The Global Association of the Exhibition Industry) have partnered to launch a white paper titled “Reimagining Business Events – Through COVID-19 and Beyond”.

Launched at the first hybrid Singapore MICE Forum x IBTM Wired at Marina Bay Sands on 28 June 2021, the white paper is the first such collaboration between a destination and leading associations representing the exhibitions, conventions and meetings industry. It takes stock of how various sectors within the industry have transformed in response to COVID-19, and consolidates ideas from around the world to help business event organisers rethink their offerings and operations.



Photo: White Paper Cover

Impact of COVID-19

The business events sector supported nearly 26 million jobs and contributed US\$1.5 trillion to global GDP in 2017, which would rank it as the 13th largest economy globally, surpassing those of Australia, Mexico and Saudi Arabia. In Singapore, the MICE sector supported more than 34,000 direct and indirect jobs, with a value-add of S\$3.8 billion, or close to 1 per cent of Singapore's GDP.

COVID-19 changed all that. In 2020, the global travel and hospitality suffered a staggering loss of US\$935 billion, with the business events industry among the worst hit. The onset of the pandemic was a wake-up call for the industry, heavily dependent on physical interaction, to reinvent itself. According to PCMA's COVID-19 Recovery Dashboard survey (January 2021), the overall willingness to travel remains mixed, with 44 per cent of planners and 23 per cent of suppliers unwilling to travel.

However, there is cause for optimism. The same survey showed that 25 per cent of planners and 31 per cent of suppliers were willing to travel any distance necessary if the program was worth it. And for those who attended a recent physical event, 63 per cent of planners and 77 per cent of suppliers said it was worth all the additional precautions and safety measures and would do so again. More planners and suppliers are feeling hopeful - 69 per cent of planners and 64 per cent of suppliers shared this sentiment in June 2021, compared to 48 per cent and 47 per cent respectively in January 2021.

Revenues have also started to pick up in the exhibitions sector, which is expected to grow globally by 106 per cent this year compared to 2020.

An evolving mindset across Asia-Pacific

As the industry plots a recovery from COVID-19, the white paper highlights strong indications of growth and innovation in the Asia-Pacific.

Data from the upcoming “Global Recovery Insights Report”⁶ by UFI, Explori and Society of Independent Show Organizers (SISO) show that exhibitions in Asia are likely to see stronger growth in participation from both visitors and exhibitors, compared to the rest of the world.

There is also a stronger appetite for digital or hybrid events from respondents in Asia – they are more than twice as likely to have participated in such events than respondents from other regions. Furthermore, the number of events they are planning to exhibit at has recovered to its pre-pandemic levels, when compared with pre-pandemic research data from 2019.

PCMA's APAC Dashboard Survey⁷ reflects similar findings. A greater proportion of planners in Asia Pacific (38 per cent) were planning to simultaneously stream their in-person events to virtual audiences, compared to their North American counterparts (17 per cent). Of the APAC respondents planning a hybrid 2021 event, nearly 80 per cent planned for their in-person and virtual audiences to interact, compared with 27 per cent of North American planners.

Learning from global leaders

Beyond digitalisation, the white paper highlights three innovation pillars to successfully reimagine the industry: Business Models; Delegate Experience; and Talent & Capabilities.

STB, PCMA and UFI obtained perspectives from international industry practitioners who embraced and exemplified these considerations, adopted a growth mindset and piloted successful concepts. The case studies from Singapore, Australia, Italy and the United States include those from event planners and organisers, venue and tour operators, industry and trade associations and a multi-sector recovery taskforce.

Reimagining Business Events

Continued

For example, the Italian Society of Anaesthesia, Analgesia, Resuscitation and Intensive Care worked with AIM Group International to redefine the format of their annual congress. They organised a roadshow across eight Italian cities using a truck that housed a studio, from which content was broadcast on big screens. This enabled the society to meet and deliver content safely to its members in person, including healthcare partners on the frontlines of the pandemic.

The case studies also underscore the need for business event professionals to cultivate skills in high-demand areas including broadcasting, content production and cyber security. To facilitate knowledge sharing in Singapore, the Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) developed a Strategic Narratives & Digital Content Marketing Masterclass and also partnered the National Trades Union Congress to establish the MICE and Events Capability Building Network8, which aims to share best practices across industries.

Mr Keith Tan, Chief Executive, Singapore Tourism Board, said: **“The pandemic has emphasised the need to innovate and be nimble in the business events sector. This journey of transformation is not a sprint, but a marathon that extends beyond the pandemic. As Singapore gradually scales up our capacity for larger business events, we hope that resources such as this white paper will continue to guide our local MICE industry to build new capabilities and reimagine the future of business events.”**

Mr Sherrif Karamat, Certified Association Executive, President and CEO, PCMA, said: **“Our success in emerging from the pandemic is dependent on our ability to solve the transformational challenges of our audiences. The pandemic forced us to look at how we deliver on what our audiences need and what they want to be successful for the future. While the pandemic has changed the way our audiences engage with business events, it has not altered their desired outcomes from these events.”**

Mr Kai Hattendorf, Managing Director & Chief Executive Officer, UFI, said: **“Business event companies and their customers across Asia-Pacific have shown themselves to be more open to digital business developments than their global peer group. And looking forward, exhibitors in Asia are now much more optimistic about their budgets than they were in summer 2020. We hope that this white paper is useful in showing some of the approaches and opportunities that lie ahead for business events as the fastest of all fast tracks for economic recovery.”**

Launch of the white paper

The paper was launched at Singapore MICE Forum x IBTM Wired, where speakers from STB, PCMA, UFI and GEVME led a panel discussion on its key findings and exchanged views on its three innovation pillars.

Singapore MICE Forum x IBTM Wired (28 June) brings together up to 250 event professionals in Singapore as well as up to 1,000 joining online from around the world including China, Korea, and the United States, for focused discussions on how event design as well as digital and community engagement are cornerstones of business success.

The event is a partnership between IBTM – part of Reed Travel Exhibitions – and SACEOS. [IBTM Wired](#) is the newest addition to IBTM's global portfolio of events and intelligence for the meetings, incentives, conferences and events industry and kicks off with SACEOS' flagship industry business event – the Singapore MICE Forum, on its first day.

List of bodies and organisations featured in the white paper

1. [AIM Group International](#) and the [Italian Society of Anaesthesia, Analgesia, Resuscitation, and Intensive Care \(SIAARTI\)](#)
2. [Emerging Stronger Taskforce](#)
3. [GEVME](#)
4. [Harry the hirer](#)
5. [Melbourne Convention and Exhibition Centre \(MCEC\)](#)
6. [Montgomery Asia](#)
7. [Singapore Association for Conventions & Exhibitions Organisers and Suppliers \(SACEOS\)](#)
8. [Unexpected Atlanta](#)

Click here to download: [White Paper and Key Infographic](#)

Up-Skilling at the UFI Exhibition Management School

Third edition is currently underway

A group of 20+ industry professionals from China, France, Italy, Mexico, The Netherlands, Philippines, Qatar, Romania, Russia and South Africa have started their journey to become an UFI Certified Professional (UCP).

The third UFI Exhibition Management School (UFI-EMS) focusing on the European region is underway. Hosted online, due to COVID-19 travel restrictions, the programme brings together senior level exhibition industry professionals from ten countries to participate in a series of interactive deep dives into a wide range of relevant industry topics, such as strategy, sales, marketing, leadership and international business development.

Over the next four weeks the participants and lecturers will enjoy knowledge exchange, group work and networking opportunities.

"I am thrilled to be part of the UFI Exhibition Management School! No matter your level of experience, you never stop learning! Levelling up, Re-skilling and staying up-to-date is the way to go! Top it off with an incredible group of like-minded professional in the industry and you are guaranteed to be inspired! I am looking forward to sharpening my industry knowledge, learning from top-level executives and exchanging with peers in this A-class exhibition management course. Thumbs up!" Francesco Glorioso, Product Manager - Brand Marketing - RX France



Delivered by a faculty of industry experts, the UFI-EMS combines both global insights and regional expertise to meet the clearly articulated need for education that adapts a global curriculum to specific regional and local requirements.

- **Alexander Angus** – 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
- **Ashley Roberts** – General Manager at Omanexpo
- **George Stylianou** – CEO at Rego
- **Ian Washington-Smith** – Director at Rego

We thank all lecturers and their companies for the much-appreciated support that allow us to deliver a high quality and up-to date UFI-EMS.

"It has been a great experience as lecturer of the Exhibition Management School this year. I am passionate about business development and sales and I am very pleased to be able to share my experience to a wide variety of exhibition professionals from all over the world. The 2 hours sessions were intense with break-out "work sessions" which kept everyone active! Angela and Tesi have been excellent in preparing and moderating the sessions and encourage the 'students' to engage with questions and share their experiences as well. I am highly recommending industry professionals to be involved as lecturer or participant". Wilbert Heijmans, Managing Director, Info Salons Group



Graduates of the UFI-EMS continue their path to become one of the next UFI Certified Professionals by choosing one or more of the partner modules available [here](#).

More about UFI's commitment to talented development and supporting the up-skilling the exhibition industry, visit our [website](#) or contact Angela Herberholz at: education@ufi.org.

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.



Become a UFI Certified Professional

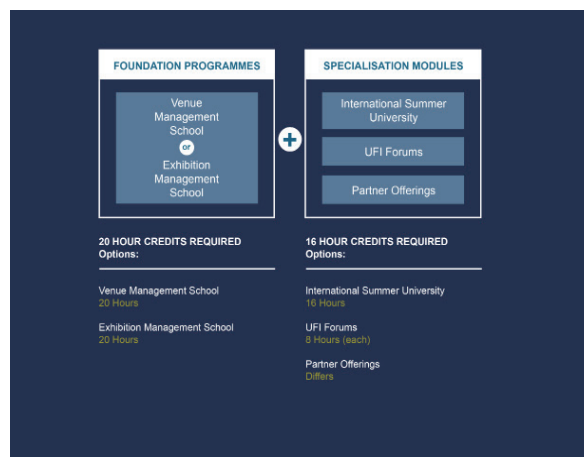
"The achievement of the UFI Certified Professional designation is not only a great morale booster in these challenging times, but more importantly a greater return on experience in future career progression. The groundwork to obtain the designation was laid by UFI's training programme, providing insights in every aspect of the exhibition & business events industry. The UCP definitely solidifies my position among industry professionals aligning oneself with the standards & quality set by UFI." Marvin Pinto



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!



[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
Attendee Acquisition Roundtable (AAR)	22 July 2021	4	Lippman Connects
Exhibition Strategy Creation & Portfolio Management	8 September 2021	4	MBB Consulting Group
Digital Innovation for the Exhibition Industry	9 September 2021	4	MBB Consulting Group
Commercial Exhibition Strategy / Budgeting and Pricing	9 September 2021	5	MBB Consulting Group
Event Re-Fresh	21 September 2021	4	FM Future
VEI Training Programme (Available in English, Mandarin and Portuguese)	On-Demand	16	Virtual Events Institute
Event Sales: Developing Personal Sales Skills & Techniques for Selling Events Profitably	22 September	4	FM Future

The 2021 Global Industry Performance Review (GIPR)

Executive Summary

The Global Industry Performance Review 2021 (GIPR) is a must have comprehensive 200 page annual report of the global exhibition industry. Published by the globally renowned management consultancy jwc GmbH a UFI Associate Member, the report is extremely valuable for senior executives and stakeholders of the global exhibition industry.

In addition to its traditional analysis of the Top-40 exhibition company financials, global and regional market sizes, and the development of the most important countries, the new GIPR includes never-before published insights about the Chinese market, based on latest market research.

Another new section of GIPR deals with the evolution of business models in our industry, shifting away from the notion of pure hybrid events towards omnichannel business models.

The GIPR report is now available, with a discounted rate for UFI Members through the [members area](#). An Executive Summary is also available on the UFI Blog [here](#).



The 2021 Global Industry Performance Review (GIPR): Executive Summary

1. Macroeconomic and exhibition industry performance

- Global GDP is expected to rise by 6% in 2021, rebounding from a drop of -3.3% in 2020. The global economic recovery from the Covid-19 pandemic is asymmetric: China is the only major economy which grew in 2020 and which will return to pre-crisis levels in 2021, with the US recovering the quickest among Western states.
- Inflation is picking up in the post-pandemic recovery from persistently low levels. At the same time, Covid has accelerated the rise in global indebtedness. Government budget deficits have exceeded 10% of GDP for most economies in 2020 and are expected to remain high in 2021 and 2022.
- Unlike previous crises, Covid-19 has had an asymmetric impact across different sectors of the economy. Activity in the high-contact sectors, deeply affected by lockdown measures (e.g., retail, hospitality), remains far below pre-crisis levels, whereas low-contact service sectors have almost fully recovered.
- The travel- and hospitality-related sectors have been severely hit by the crisis, with a return to pre-crisis levels not predicted before 2024. Airline capacity is down 39% (as of Apr. 2021), international tourism is down 87% (as of Jan. 2021) and hotel bookings are down 46% (as of Feb. 2021). MICE event spending in Europe dropped 80% in 2020. In the US, employment in convention and trade shows has contracted the most across the travel-related sectors.
- The critical factor in the global recovery is the speed of vaccination, which has been asymmetric across the developed and emerging countries. Global vaccination coverage – also providing protection against variants of the virus – is a key prerequisite for a full return of international business travel and international events. This uncertainty will remain predominant in the near future.
- The global exhibition market contracted by an estimated 73% in net rented space to 28.5 million m² in 2020. Most of the space was rented out in Europe (39%), followed by Asia (27%) and North America (26%). The Asian market contracted slightly less than Europe (74%) with regards to net rented space, experiencing an overall decrease of approximately 68%. Global exhibition revenues dropped by 68%, amounting to a market size of EUR 12 billion in 2020.

ADNEC wins the 2021 UFI HR Award

UFI Awards: Human Resources

The 2021 UFI HR award goal was to honour companies that have successfully implemented an effective remote team collaboration through this unprecedented times of pandemic.

Although many companies around the world had already considered a more agile approach to work, this phenomenon became much more widespread due to COVID19. This has had a huge impact on both company practices and culture, with consequences on the relationships among colleagues and between employees and management. In this respect, companies were compelled to find creative new ways to guarantee clear and transparent communication through digital platforms, whilst ensuring high levels of engagement and taking care of employees' physical and mental well-being.

UFI is delighted to share that ADNEC is the winner of the 2021 UFI HR Award. ADNEC presented an excellent project that clearly showed the involvement of senior leadership and demonstrated a clear HR strategy with defined objectives and tangible outcomes both within the company and from an external point of view.

UFI and the HR award jury were also really impressed by the finalists' projects and wish therefore to thank the finalists ExCeL London and Melbourne Convention and Exhibition Centre for the quality of their presentations.

On the competition, Robert T. Heinemann, Managing Partner /CEO at HEINEMANN MANAGEMENT CONSULTING GMBH and Vice-Chair of the HR Management Working Group shares: **"With the UFI HR Award we reward best industry HR initiatives and of course the criteria for this year's award were tightly bound to COVID-19. HR processes had to be changed in an immensely short time and one of the most important topics was effective remote collaboration – our topic in 2020. All finalists presented professional, profound and creative HR strategies that go beyond a short-term change and state a substantial rethinking. A narrow decision in the end for the winner ADNEC from UAE whose entry showed clear strategy, high impact and diversity of action. Congratulations from the Jury and lots of success in further implementation."**

The UFI HR Award is one of UFI's annual competitions that recognises and rewards successful result-oriented initiatives in the exhibition industry. UFI's awards celebrate excellence in areas ranging from human resources and digital innovation to trade-fair poster design and sustainable development.

For more details on UFI Award and Competition Programmes, please visit: www.ufi.org/awards/.

UFI will share the award-winning projects at the 88th UFI Global Congress in Rotterdam (The Netherlands). For more details on the UFI Global Congress, please visit: www.uficongress.org



Photo: UFI Winner of Human Resources Award 2021 Visual.



Photo: Winner Logo.

Websummit Wins 2021 UFI Sustainability Award

UFI Awards: Sustainable Development

“Partnerships for Sustainability in and after Covid-19” was the theme of the 2021 award competition organised by the Global Association of the Exhibition Industry UFI and the jury selected Web Summit as the winner.

This recognition highlights the many successful initiatives launched by Web Summit while, as most other events, they had to pivot to virtual events until a return to physical events was possible. Their actions addressed the environmental impact of online events, maximised social impact by supporting communities in need, and used their influence to push sustainable practices with a strong “measure to manage” approach.

“We are thrilled to be selected by UFI for this prestigious sustainability award. Our unparalleled network of leaders and entrepreneurs gives us an incredible opportunity to drive positive change. We took the pandemic as an opportunity to double down on our efforts and now we look to take this momentum and build back better as we return to live events” said Peter Gilmer, Chief Impact Officer of Web Summit.

The Chair of the UFI Sustainable Development Working Group, Stephanie Mathas, commented “Congratulations to Web Summit for their commitment and results. We also applaud the three other finalists for their strong entries: The Cape Town International Convention Centre (South Africa), Koelnmesse (Germany) and Stockholmsmässan (Sweden)”. All the other best practices identified throughout the competition are also available at www.ufi.org/sdaward



Photo: UFI Winner of Human Resources Award 2021 Visual.



Photo: Winner Logo.

Fira Barcelona Wins the 2021 Operations & Services Award

UFI Awards: Operations & Services

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 Fira Barcelona as winner of the 2021 UFI Operations and Services Award.

“Fira Barcelona presented a complex but realistic scenario how to run a show under Covid-19 restrictions. It is a conceptual blueprint which can help other venues and show organisers to restart our business” said Stefan Eckert, Chair UFI Operations and Services Working Group, Koelnmesse GmbH (Germany).



Photo: Finalists of the 2021 UFI Operations & Services Award.



Photo: Winner Logo.

Messe Munich Wins The UFI Marketing Award

UFI Awards: Marketing

The jury has identified Messe Munich as winner of the 2021 UFI Marketing Award.

Dorota Wallusch, Vice-Chair of the UFI Marketing Working Group shares: **"What a time we've lived and worked in for the past year! Despite the challenges every one of us had to face and overcome, the competition managed to collect numerous entries of venues, organizers and service providers for this years' Marketing Award competition, sharing their experience, ideas, fears and hopes that shifted the mind-sets of the both event pros as well as the clients. The winner showed clear lessons learned through the whole process and experience of organising an event of one of the most needed of physical experiences there is – sports. Being bold, daring to ask, taking the risks, and at the same time keeping it simple – this is what made the ISPO by Messe Munich the Winner of 2021 UFI Marketing Award. Congratulations from the Jury!"**

About the entry:

With over 31,000 attendees, 3,100 press clippings and well over 676,000 social media impressions, ISPO Munich Online is considered one of the most successful purely digital events of recent times. To achieve these outstanding figures, the marketing team of Messe München mainly relied on these three strategies: 1. Uncompromising focus on digital marketing – from SEA, social media, email campaigns to content marketing.

The goal was to generate buzz for the 5 day event up until the last day of the show. 2. Clear, bold and smart messages across all channels ensured the target audience was curious about the new and unique format. 3. By involving exhibitors, partners and media in the marketing, people far outside the ISPO network were reached. The combination of these strategies, as well as strong teamwork, led to this extraordinary result from which the entire industry benefited.



Photo: Finalists of the 2021 UFI Marketing Award.

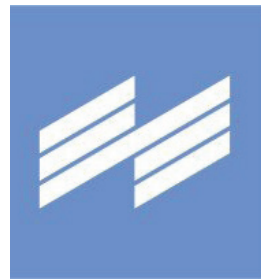


Photo: Winner Logo.

FEXPOCRUZ Wins Industry Partners Award

UFI Awards: Industry Partners

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.

The jury has identified FEXPOCRUZ as winner of the 2021 UFI Industry Partners Award.

Congratulations!

Ravinder Sethi, Chair of the UFI Industry Partner Working Group shares: **"Despite the challenges that our industry is currently facing, we had extremely strong finalists for our Industry Partner Award -Alliances and success stories: the future of the exhibition industry during and post the pandemic . On behalf of our esteemed jury, I want to congratulate FEXPOCRUZ (Bolivia) for winning this prestigious award . We are very impressed by the successful modernization of the FEXPOCRUZ Venue through their strategic alliance with FANCESA. A partnership that transformed an entire city."**



Photo: UFI Finalists of the 2021 Industry Partners Award.



Photo: Winner Logo.

DLG Expo Wins UFI Digital Innovation Award

UFI Awards: Digital Innovation

The 2021 UFI Digital Innovation Award looked for digital innovations that would help the exhibition industry manage and recover from the crisis.

There were a record number of entries this year – 32 from 14 countries - which together represent an impressive collection of best-practice examples of digital innovation from within the industry.

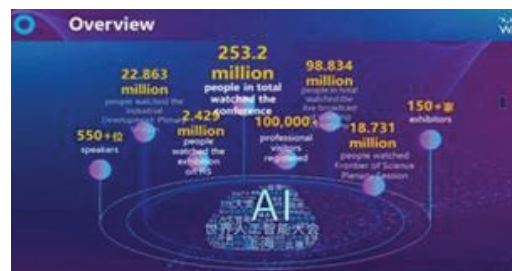
Congratulations to the Winner Shanghai DLG Exhibitions and Events for their work on the 2020 World AI Conference (WAIC) which with only 2 months preparation successfully hosted a conference and online on a truly impressive scale.

View the Winning Award [here](#)



Photo: Winner of the 2021 UFI Digital Innovation Award.

Watch a video about WAIC 2020 event [here](#).



“I was very impressed by the application of Shanghai DLG Exhibitions and Events as it demonstrated the agility of the company to react to the new situation our industry faced last year, but never losing focus of the customer’s benefits - which was greatly demonstrated by the projects’ results. Congratulations to our first winner from China, and thanks to the entire Shanghai DLG team for sharing this industry best practice case with us.” Matthias “Tesi” Baur, Chairman of the UFI Digital Innovation Working Group

“We are honoured to be chosen as the winners of the UFI Digital Innovation Award. In the case of COVID-19 last year, like many organizers we were forced to take our event online in only 2 months, and we were very happy to succeed on the scale that we did –over 2 million visitors attended our online exhibition and 253 million listened to the conference programme. We thank the judges and look forward to presenting our online platform at the UFI Global Congress in Rotterdam in November.” Chen Huifeng, President, DLG Exhibitions & Events Co., Ltd.

The two Runners Up for the 2021 Award were

Thank you to the judges of this years’ Award – aka the UFI Digital Innovation Working Group:
All the entries can be viewed at the 2021 [UFI Digital Innovation Award](#) page of the UFI website.



The Winner will present their case-study live at the 88th UFI Global Congress in Rotterdam in November, together with the Winners of the other annual UFI Awards, which together showcase industry best-practice from around the world in the areas of exhibition sustainability, marketing, ops & services, HR, Industry Partners and digital innovation.

88th UFI Global Congress

3-6 November 2021, The Netherlands



The UFI Global Congress is the “must attend” annual event for the exhibition industry! Taking place in **Rotterdam, the Netherlands from 3 to 6 November 2021**, the event is the largest global meeting of the year which gathers industry leaders from around the world to network and to learn.

We have been unable to meet as a community since Bangkok in 2019, so this years' Congress in Rotterdam is the first opportunity to bring our global community face-to-face once again.

Join us in the Netherlands, where our hosts **Rotterdam Ahoy** and **Rotterdam Partners** have been working with the UFI team to ensure you have a safe and unforgettable experience. Together we will celebrate the recovery of our sector, exchange lessons learned, and look at how we can shape our industry to adapt and grow in the new post-COVID world.

As usual the Congress will offer informal networking and social occasions – there will be plenty of time to catch up! We will also provide keynote speakers from inside and outside our industry, and a variety of formats and break-out sessions to make sure you stay up to date, gather information and ideas to help you speed up the recovery in your business.

Look out for further details to follow shortly! Catch regular updates on the event website: www.uficongress.org

For questions regarding registration and payments, please contact: events@ufi.org

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 regularly 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.

AMERICAS

Market	2021					
	April	May	June	July	August	September
Argentina						
Bolivia						
Brazil						
Canada						
Costa Rica						
Cuba						
Chile						
Colombia						
Ecuador						
El Salvador						
Guatemala						
Honduras						
Mexico						
Panama						
Peru						
Uruguay						
USA						

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						

EUROPE

Market	2021					
	April	May	June	July	August	September
Austria						
Belgium						
Bulgaria						
Croatia						
Denmark						
Finland						
France						
Germany						
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						



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To watch the sessions visit the website: www.ufi.org/uficonnects

News from Latin America

LATAM Conference 2021: 10-12 August 2021

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!

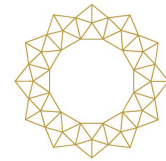
For more details, please visit our [website](#).



Photo: UFI Latam Conference Visual.

EEIA News from Brussels

EU Digital COVID Certificate in Force



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

Overseas Trade Fairs Programme 2.0 launched

On June 17th, 2021, the European Commission's European Innovation Council (EIC) launched the funded Overseas Trade Fairs 2.0 Programme (OTF). Barbara Weizsäcker contributed to the launch event with the latest news and developments in the exhibition world. The EIC Overseas Trade Fairs 2.0 Programme supports current EIC beneficiaries to promote their commercialisation strategy in foreign markets and leverage business opportunities at the most popular trade fairs, strengthening the EU innovation brand around the world. Selected EIC-funded SMEs, startups and scale-ups from EU Member States and associated countries will have access to the programme.

the EIC Community hosts over 5500 of Europe's most innovative startups and scale-ups, many of which are already working on inventive solutions and services that positively contribute to the internationalisation of EIC-funded SMEs.

Find all details [here](#).

EU Digital COVID Certificate in force

On July 1st, 2021, the EU Digital COVID Certificate Regulation enters into application. This means that EU citizens and residents are now able to have their Digital COVID Certificates issued and verified across the EU. 21 Member States as well as Norway, Iceland and Liechtenstein had already started to issue certificates ahead of the deadline. The aim of the EU Digital COVID Certificate is to facilitate safe and free movement in the EU during the COVID-19 pandemic. All Europeans have the right to free movement, also without the certificate, but the certificate will facilitate travel, helping to exempt holders from restrictions such as quarantine. Under the new rules, Member States must refrain from imposing additional travel restrictions on holders of an EU Digital COVID Certificate, unless they are necessary and proportionate to safeguard public health.

All background information can be accessed [here](#).

Technical specifications are published [here](#).

Don't forget to log in!

UFI Members' Area
ufi.org/membersarea

Shenzhen World

An Update

The exhibition and convention industry worldwide has constantly and severely suffered from the Covid-19 pandemic. UFI estimates that the exhibition scale in Asia has dropped by more than 75% in 2020 compared to that in 2019. At the beginning of 2021, the exhibition and convention industry in China has managed to make a breakthrough and lead the pack in the world's uphill struggle for recovery.



In the first half of this year, the epidemic in Shenzhen has eased. Shenzhen World Exhibition & Convention Center (Shenzhen World) has delivered 18 exhibitions by June, covering an exhibition area of 1.809 million m², and including some large exhibitions such as ChinaPlas, the biggest rubber and plastic exhibition in Asia, Gift Show Spring Edition, attended by more than 200,000 buyers, and SIMM, the most influential industrial exhibition in the field of manufacturing and equipment in Southern China. In order to show gratitude for support and trust from cooperative partners within the industry, and in line with the venue's focus on customer relation management, Shenzhen World organized a gratitude banquet in March and received great feedback. There will be 47 exhibitions in the second half of 2021, covering an area of 2.14 million m², and the numbers are still increasing.

As a core city of the Greater Bay Area, Shenzhen boasts a massive industrial base. The pandemic has brought business opportunities to cities with advanced e-commerce such as Shenzhen, and before you know it, cross-border e-commerce has become a new engine that drives Shenzhen's foreign trade development. Statistics show that 70% of cross-border e-commerce companies are in Southern China, among which 80% are in Shenzhen. The first China (Shenzhen) Cross-border E-commerce Exhibition (CCBEC) will make its debut in Shenzhen World in September, with a scale of more than 100,000 m². The exhibition will be jointly held by China Merchants Exhibitions, Messe Frankfurt (Shenzhen) Co., Ltd, Beijing Talent-Expo Co.,Ltd and OCT Bay Area Development Co., Ltd. There will be 11 categories of products, more than 3,000 top-level suppliers, and influential forums and summits held during the event, bringing all-round resources, services and business opportunities to cross-border e-commerce and promoting the digital transformation and upgrade of the traditional foreign trade industry.

In September, China (Shenzhen) International Cultural Industry Fair (ICIF), known as the "the top 1 cultural exhibition in China" is to be held in Shenzhen World for the first time, with an estimated exhibition area of 120,000 m², up by 20,000 m² from its last edition. ICIF, jointly organized by the Publicity Department of the CPC Central Committee, Ministry of Culture and Tourism of the People's Republic of China and other official institutions, is the only state-sponsored, international and comprehensive exhibition of China's cultural industry, with exhibitions and trade set as its core and the aim to build a trade platform for cultural products and projects in China.

In the golden autumn of October, the 29th Gift Show (autumn session) is to be held in Shenzhen World, with an exhibition scale of 300,000 m², showing an increase of 120,000 m² compared to that of last year. The exhibition, known as "the flagship exhibition in the field of gifts and home-ware in China", has always been a popular attraction with the offering of business gifts and trendy consumer goods to hundreds of thousands of buyers in October each year. No doubt, the location of Shenzhen, with its significance in trade and commerce and its position as a transportation hub, promotes the fast growth of the exhibition. Meanwhile, Shenzhen World has the confidence to provide the exhibition with advanced hard facilities and comprehensive services. In November, the 19th China International Agricultural Products Fair (CATF) will land in Shenzhen World, with an exhibition scale of 320,000 m². As the only agricultural event organized by the Ministry of Agriculture and Rural Affairs, CATF is the largest and the most authoritative comprehensive agricultural exhibition across China. Its moving to Shenzhen represents a recognition to the huge agricultural market and high-quality consumers in the Greater Bay Area. Facing a consumer market of more than 20 million people, this time CATF will provide a even bigger stage for premium agricultural products in China to move towards greater market-orientation, internationalization, branding and digitalisation.

TCEB

Announces Exhibition Reopening Roadmap in line with Mass Vaccine Rollout

Thailand is preparing to reopen to fully vaccinated foreign from 1 July, 2021, starting with Phuket under the 'Sandbox' model Thailand kicked off mass vaccination beginning of June and *now has risen to the third spot among ASEAN countries that have administered the highest number of Covid-19 shots.



To help people and businesses, the government implemented packages of relief measures to reduce the cost of living for the people and to continue momentum in Thailand's economic recovery. **The Finance Ministry expects to inject 6.2 billion USD into the economy.

Since the COVID-19 pandemic in 2020, Thailand Convention and Exhibition Bureau (Public Organisation) or TCEB has, adjusted the plan to accommodate new norm exhibition as a means to boost domestic economy and enable the organization of trade show.

Exhibition wise, TCEB, has put in place 5-year international exhibition promotion plan (2019-2023) focusing on attracting and supporting trade shows in 12 key industries, and stepping up its Exhibition Industry Roadmap to reopen Thailand as ASEAN's Exhibition

According to Ms. Nichapa Yoswee, Senior Vice President – Business, TCEB, there will be 46 trade shows on this year's calendar and TCEB will support 56 international shows in 2022, a record high to generate almost 740 million USD as direct revenue to Thailand. Under the Exhibition Roadmap, TCEB provides full circle support. In addition, some of them will receive more supports to empower their target area in Thailand's Eastern Economic Corridor or the so-called EEC.

Source: *Thailand Ministry of Finance / **Ministry of Higher Education, Science, Research and Innovation

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

UFI Blog

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

[Recent posts include:](#)

JWC PUBLISHES THE 2021 GIPR (GLOBAL INDUSTRY PERFORMANCE REVIEW)

TCEB OPTIMISTIC FOR THAI EXHIBITIONS THROUGH ITS 5-YEAR ROADMAP.

THROUGH COVID-19 AND BEYOND: STB, PCMA AND UFI LAUNCH WHITE PAPER TO REIMAGINE THE FUTURE OF BUSINESS EVENTS

ENTRANCE EXAMINATIONS OF THE LAUREA UNIVERSITY OF APPLIED SCIENCES

“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

All blog posts are available at blog.ufi.org.

If you are interested in becoming a guest blogger on UFI Live, please contact at media@ufi.org.

News updates from our media partners



BEIJING NEW EXPO INTERNATIONAL CULTURE AND MEDIA CO.

It is a media company specialised in information on the exhibition industry. Holding firmly to the mission of "Connecting China and Abroad and Serving the Exhibition Industry", the Company also organizes a series of influential exhibition communication events in China.

[Link](#)



MESSE FRANKFURT AIMING FOR €500 MILLION IN SALES IN 2022

Mayor Peter Feldmann, Chairman of the Messe Frankfurt Supervisory Board, also stressed: "Our trade fairs, congresses and other events are central elements in the global economy and part of the economic lifeblood of Frankfurt and the Rhine-Main region in particular." [Link](#)



PENNY LION LEAVES TOURISM AUSTRALIA: PART BUSINESS EVENTS REORGANISATION

As financial pressures from the pandemic continue to hit business events, Tourism Australia is the latest organisation to report a number of changes at the top of its business events operations, including the departure of its executive general manager events, Penny Lion. [Link](#)



THE FACE-TO-FACE RETURN OF THE MEETINGS INDUSTRY WAS CONFIRMED

The head of the Buenos Aires government, Horacio Rodríguez Larreta, announced at a press conference the beginning of a new stage of sanitary measures that will be in force as of June 25. The opening of the Meeting Tourism in the City of Buenos Aires was confirmed, as of Monday, July 12. [Link](#)



NEW FRONTIER FLIGHT TO THE BAHAMAS

The Bahamas have had a new connection since June 24, when the inaugural Frontier Airlines flight from Miami landed at Lynden Pindling Airport in Nassau. This airline will offer four weekly frequencies starting in July. [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](#)



FRANKFURT EURO FINANCE SUMMIT ON JUNE 28TH

Top meeting of the banking and finance industry on site at the Frankfurt financial center and "European Banker of the Year" award in the Kaisersaal. [Link](#)



MWC BARCELONA 2021 OPENS ITS PORTS

The hybrid edition of Mobile World Congress Barcelona (MWC) began yesterday (28), becoming one of the great international fairs to take place again in physical form since the beginning of the covid-19 pandemic. [Link](#)



WHEN WILL THE U.S. CANADIAN BORDER REOPEN?

OTTAWA, Ontario — U.S. Congressman Brian Higgins (NY-26) had some choice words after learning the border with Canada would remain closed for non-essential travel through at least July 21. "B*****t," Higgins declared in a June 18 tweet. In fact, according to a recent CBC article, politicians from both U.S. parties. [Link](#)



THE FUTURE OF TRADE SHOWS PART 1

David Stevens, director of global events and field marketing at Alation, knows a thing or two about planning events. So when Alation was recently evaluating purchasing a booth at a trade show this November in California, his Spidey-sense went off. [Link](#)



THE JOINT MEETINGS INDUSTRY COUNCIL

The Meetings Industry consists of a broad range of organizers, 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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