



### Page

- 2-3 • Calendar of UFI meetings and events
- 3 • Holiday greetings from the UFI team
- 4 • Message from UFI's President
- 5 • Raising our profile
- 6 • UFI's HR network up and running
- 7 • UFI Education Committee prepares for 2015
- 8 • EEIA News
- 9 • Increasing revenue for large venues
- 10 • UFI unveils 2015 Asia Open Seminar programme
- 10 • UFI Focus Meeting on Sustainable Development – Hong Kong
- 11 • GCS: the C-level meeting you don't want to miss
- 11 • Webinar@UFI
- 12 • Congratulations to the 2014 UFI Award winners!
- 13 • UFI is giving you your chance to show off your best!
- 14 • UFI Catering Tour - coming soon in London
- 14 • UFI to support 10<sup>th</sup> ESFE in Brazil
- 14 • UFI Live is four years old
- 15 • Embracing the digital – the ISU will take up the challenge  
In 2015
- 16 • GCS 2015 final programme
- 17 • Sustainable Development Focus Meeting programme
- 18 • Celebrating a decade of growth
- 19 • UFI Open Seminar in Asia 2015 programme
- 20 • UFI CEO golf tournament tees off in 2015
- 21 • UFI Open Seminar in Africa 2015 announced



To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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## UFI meetings and events

2015		
UFI Marketing Committee Meeting	15 January	Paris (France)
UFI Executive Committee Meeting	28 January	London (UK)
Global CEO Summit (GCS)**	28 - 30 January	London (UK)
UFI Operations Committee Meeting	27 February	Munich (Germany)
UFI Education Committee Meeting	3 March	Cologne (Germany)
UFI Sustainable Development Focus Meeting*	11 March	Hong Kong (China)
UFI Asia/Pacific Associations' Committee Meeting	12 March	Hong Kong (China)
UFI Asia/Pacific Chapter Meeting	12 March	Hong Kong (China)
UFI Open Seminar in Asia*	12 - 13 March	Hong Kong (China)
Asian CEO Golf Friendship Cup	14-16 March	Bangkok (Thailand)
UFI Marketing Committee Meeting	16 March	Bangkok (Thailand)
UFI Open Seminar in Africa*	23 - 25 March	Marrakech (Morocco)
UFI Executive Committee Meeting	13 April	Kiawah Islands, SC (USA)
UFI Catering Tour	23-24 April	London (UK)
UFI Executive Committee Meeting	15 June	Istanbul (Turkey)
UFI Board Meeting	15 June	Istanbul (Turkey)
UFI European Associations' Committee Meeting	15 June	Istanbul (Turkey)
UFI Open Seminar in Europe *	15 – 17 June	Istanbul (Turkey)
UFI Marketing Committee Meeting	18 June	Istanbul (Turkey)

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UFI Media Partners





## UFI meetings and events 2015

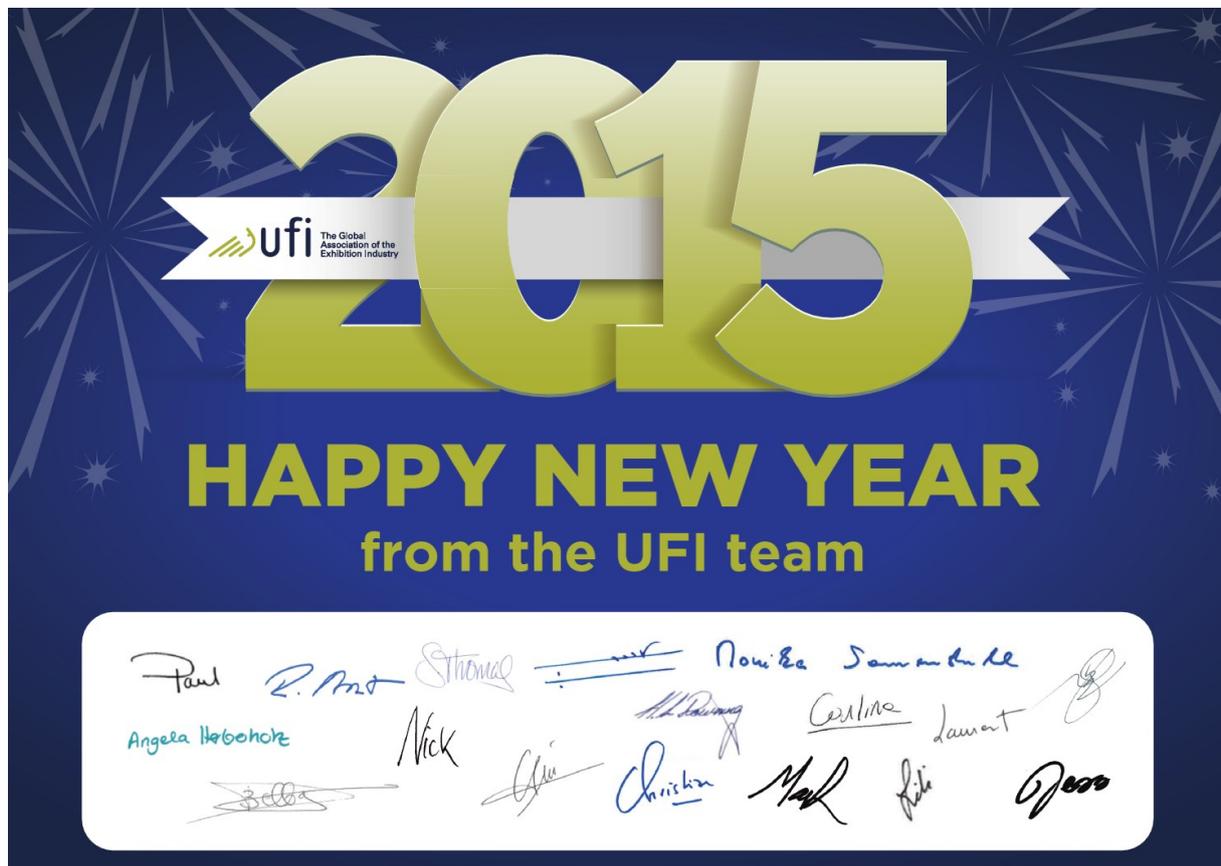
2015		
UFI European Chapter Meeting	16 June	Istanbul (Turkey)
UFI Education Committee Meeting	18 June	Istanbul (Turkey)
UFI Executive Committee Meeting	11 September	Paris (France)
UFI 82 <sup>nd</sup> Congress	4-7 November	Milan (Italy)

## UFI supported events

2015		
CEFCO	15 - 17 January	Kunming (China)
SISO CEO Summit	13 - 16 April	Kiawah Island, SC (USA)
International Summer University (ISU)	24 - 26 June	Cologne (Germany)

\* open to members and non-members

\*\* by invitation only





Dear UFI members, dear colleagues,

As we begin looking forward to 2015, it is easy to be somewhat skeptical. During the past week of December 12, plunging oil prices have sent stocks falling and have further increased uncertainty in the markets.

I am sure the irony of these latest developments kicking off the holiday season is not lost on many. Hopefully the worst is over and we will close out December with stronger consumer confidence and lower unemployment numbers in the post-financial crisis.

Our association continues to grow with new members now reaching 650 organisations from 82 countries. 2015 will indeed be a challenging but exciting year. Our members will continue to organize world-class fairs and exhibitions. We will further enhance our capabilities to address the drivers of industry change: globalisation, digitalisation and the next generation, managing our communities and addressing sustainable growth.

UFI will adapt to regional differences and growth disparities and customize our services accordingly. As in the past, UFI will continue to actively fulfil its mission to represent, promote and support its members as the New Year begins.

To all of you, I send my very best wishes for the holidays and success in the coming year.

Sincerely,



Andrés López-Valderrama

UFI President



## Raising our profile

By: Paul Woodward  
UFI Managing Director

Megal Tanel, the new Chairperson of IAEE, tells a very engaging story of having to explain to her young daughter's school teacher that when the little girl told her class that "Mommy does shows in Vegas", there really wasn't anything to worry about. It's funny, but the story illustrates a more serious and important issue with which our industry is grappling: a very low profile, particularly among younger people.

Take a straw poll around the table the next time you have a group of exhibition industry professionals together. How many of them graduated with any idea at all what our industry is or does? How many planned to get into this business? Not many, I'd imagine. How many dreamed of getting into this industry? Even fewer if we're honest. How many arrived by accident? Most of us.

This even applies among those who should have been given some awareness of what we do. I was really horrified in a recent discussion with a bright young woman in the UK who had just graduated with a degree in event management. She had really enjoyed learning about exhibitions in a talk I'd given. "They weren't mentioned once in the entire three years of my degree programme", she told me. How can that be? Those leading these courses apparently think we're less important than wedding planning and music festivals.

There is an important job for us to do if we are to help the companies in the exhibition business attract, recruit and retain the brightest and the best to work for us. Our CEO members have made it clear that they would like to see this being one of UFI's key priorities. This message

was reinforced during the Congress in Bogotá and again last week during meetings I attended in the US with our partner associations IAEE and SISO.

We have made a number of steps in what we hope is the right direction: I hope that you've seen the short film on our UFI YouTube Channel which explains what working in exhibitions is all about (it's here if you haven't: <https://www.youtube.com/watch?v=acA1XF6svYw>), We're focusing on the alumni of our education programmes and upgrading our social media communications. That's just a start of course. We need to find new and interesting ways as an industry to reach out to tomorrow's employees and customers.

As you'll see elsewhere in this issue, our Education Committee just met for the first time with a roundtable of senior HR executives from some of our largest and most important member companies. This was clearly a really valuable chance for us to hear first hand what they need from us as well as for key managers to exchange views among themselves on the issues we all face in putting the right people on the frontline of our companies' development.

That group is going to be meeting again and we look forward to developing more insights together with them. We're all focusing a lot of attention on this issue. It's going to make for an interesting 2015!

In the meantime, best wishes to all of those of you celebrating holidays at the end of December and to you all for a very happy new year.

## UFI's HR network up and running

On December 10, UFI launched a new initiative to support its members - the HR Manager Network. The one-day meeting held in Paris was very much appreciated by an exclusive group of 22 participants which brought together representatives from 12 countries.

The core topic for this kick-off session was "Generation Y - why different". Thimon de Jong, Trendsactive (Amsterdam), led the workshop on this challenging topic. He identified four specific characteristics of Generation Y which were discussed by the group:

1. Addicted and unconnected
2. Smart and conscious
3. Me-centric
4. Visual culture

Key to discussions was the question of how these characteristics may influence HR management for exhibition companies.

"Exhibitions are a people business. They are about face-to-face communications and relationships. We are convinced that HR management

plays a crucial role for the future of the exhibition industry - especially now as 'digital natives' are entering the work field", says Rowena Arzt, Director of Business Development, UFI.

UFI is keen to better understand the needs and challenges of HR managers in the exhibition industry and to create a bridge for communication and support. During the gathering participants voiced their need for just such a networking platform and expressed interest in exchanging best practices at an annual meeting. UFI is pleased to develop this initiative and to welcome more HR managers and directors in the future.

Building on suggestions from the meeting participants, UFI will engage with the network through the UFI Education LinkedIn group and plan the next meeting on "HR Managers as marketers" for December 2015.

If you would like to join UFI's HR network, please go to [https://www.linkedin.com/groups?home=&gid=3814830&trk=anet\\_ug\\_hm](https://www.linkedin.com/groups?home=&gid=3814830&trk=anet_ug_hm) or contact Angela Herberholz at: [angela@ufi.org](mailto:angela@ufi.org)





## UFI Education Committee prepares for 2015

As one year ends and another is about to begin, UFI's Education Committee wrapped up 2014 with a final meeting to discuss their next steps to successfully enter 2015.

- initiatives to engage and support the HR manager and alumni network; and
- the 2015 Education Award.

The committee supports UFI's education

The committee is especially delighted to re-



initiatives and has put into place projects to educate the next generation of event and marketing professionals.

Their "to-do list" for 2015 includes:

- the development of a tool-box with educational materials for exhibition industry professionals;

ceive helping hands from two new committee members: Iris Konetzny, Head of Human Resources at Reed Exhibitions Germany and Eddie Choi, Executive Director of Milton Exhibits Group Hong Kong.



## EEIA News

EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

### Investment plan for the EU

The recently unveiled European Commission's Investment Plan will unlock at least €315 billion over the next three years (2015-2017). This will involve setting up a new European fund for strategic investment within the European Investment Bank (EIB) group in the spring of 2015.

The fund will be built on a €16 billion guarantee from the EU budget and €5 billion from the EIB. The fund aims to provide risk-bearing capacity that can unlock public and private investments in the real economy and to back risk financing for SMEs.

The main recipients of financing from this fund will be SMEs and mid caps – thus it may present financing possibilities for the exhibitions sector itself as well as for many of our customers.

The fund will also support strategic investments of European significance in infrastructure, notably broadband and energy networks, as well as transport infrastructure, particularly in industrial centres; education, research and innovation; and renewable energy and energy efficiency. There should be no thematic or geographic pre-allocations. The measures are meant to be complementary to the more traditional scope of EIB activities and to ongoing EU programmes like COSME and Horizon 2020.

The European Finance Ministers expressed broad support for the investment plan. The European Council (Heads of States), meeting on 18-19 December 2014, will be asked to endorse it.

The Commission is expected to submit a legislative proposal in January 2015. The aim is to have it adopted by June 2015.

A brief outline and timeline of the plan is available here: [http://ec.europa.eu/priorities/jobs-growth-investment/plan/docs/invest\\_in\\_europe\\_en.pdf](http://ec.europa.eu/priorities/jobs-growth-investment/plan/docs/invest_in_europe_en.pdf)

Dr. Hoyer, President of the European Investment Bank, was the Keynote Speaker at the European Exhibition Industry Alliance's Dinner Debate organised in Brussels this summer.



*Dr. Werner Hoyer with UFI European Chapter Chairman Gerald Böse (Photo EEIA)*

Barbara Weizsäcker, Secretary General of the EEIA, will continue to lobby the European Commission and the European Parliament to include exhibition activities into the EU programmes.

**WEBINAR** EXPLORE THE CULTURAL ASPECTS OF SUCCESSFULLY DEVELOPING BUSINESS IN LATAM  
**ufi** TUESDAY, 20 JANUARY 2015 / 02:00 PM (CEST)  
EDCENTRE.UFI.ORG



## Increasing revenue for large venues

Most, if not all exhibition venues are faced with a common challenge: how to fill the venue during quiet periods.

Exhibition business is often seasonal in nature with many shows following a certain cycle or pattern, and an empty venue is a venue that is not making money – to the contrary, it costs money.

This topic formed the basis for a discussion at the UFI Congress in Bogota among the 30 members of the UFI large venue special interest group, led by Andreas Gruchow from Deutsche Messe AG Hannover, the Vice-Chair of the group, and moderated by Barry Siskind, UFI's Community Manager. Sonia Thomas from the UFI headquarters was also present to help drive the discussions. The group is composed of the UFI member venues of 50,000 sqm of exhibition space or more and is chaired by Corrado Peraboni from Fondazione Fiera Milano.

Andreas Gruchow set the ball rolling by explaining that venues face the need to finance investments and compensate depreciation costs. More revenue is available by selling more exhibition space and increasing the number of « guest events ». Another area for cost improvements within the current portfolio is how to manage build-up and dismantling times whilst maintaining customer satisfaction.

The first conclusion that the group came to was that few venues have dedicated staff in this somewhat important area of business development. A more structured approach to identifying new customers could certainly be beneficial.

In terms of organic growth, suggestions included deriving revenue from stand construction, rigging, martialling and freight forwarding services, internet services, permanent tenants, carparks, catering including food courts and even markets. Special rates can and are sometimes offered for recurrent bookings that are made in advance.



Branding the venue and the gates has proved successful for some organisations and many have invested in « smart » and flexible conference rooms. Packaging the utilities into the rental price was felt to be more attractive to the user by certain venues. Other ideas included using the venue for temporary storage and as a warehouse and one venue has enjoyed certain success by integrating a chocolate factory. The possibility of hosting concerts was raised by several venues, but caution was voiced as the potential damage to the infrastructure was high. Some venues offer corporate team-building events and sporting events such as mini-marathons, others use the premises to hold car auctions, especially those with large outdoor space. Other suggestions included theme parks, film sets, flea markets, charity events and why not graduation ceremonies!

Many venues are even being used for wedding parties, something that was unthinkable 10 years ago. And venues can provide a good solution for holding examinations and even religious services.

It was obvious from the discussions that there was indeed room for growth in this area, with potential for new business through diversification.

Thank you again on behalf of the Vice-Chair and UFI to all the participants for their excellent input and creativity.

## UFI unveils 2015 Asia Open Seminar programme

Last month, UFI began accepting registrations for the 2015 UFI Open Seminar in Asia. As this is the 10<sup>th</sup> edition of the seminar, UFI will return to Hong Kong which was the host of the inaugural seminar in Asia in 2006. This edition of the UFI Open Seminar in Asia will be jointly hosted by the Hong Kong Tourism Board and the Hong Kong Exhibition & Convention Industry Association (HKECIA).

The 2015 edition features an impressive line-up of speakers including Dr. William Fung, Group Chairman of global sourcing firm, Li & Fung. As keynote speaker, Dr. Fung will be sharing his views on the future of sourcing in Asia.

Andrew Strachan, another Hong Kong-based speaker, will be discussing how Art Basel Hong Kong built a world-class art exhibition in a market generally known for its strength in B2B sourcing exhibitions.

There will also be two sessions led by two very popular speakers at UFI events. Simon Naudi will be leading an interactive session looking at the future of our industry and what organizers need to do to stay competitive. John Blaskey, of the Exhibiting Agency, will be examining how strategic exhibiting is good for everyone at an event.

Several sessions will focus on issues facing venues. Lucy Merritt and James Campion from ExCeL London will share their experiences on improving a venue's vicinity to create an outstanding customer experience. A panel will then cover the impact of "mega-venues" and another will examine the likely impact of infrastructure projects in south China.

UFI is offering an Early Bird rate for UFI members and a separate one for non-members until 6 February. Full registration details are also online at [www.ufi.org/HongKong2015](http://www.ufi.org/HongKong2015).

Register for both and save!  
UFI Open Seminar in Asia  
Hong Kong 12 - 13 March 2015



**UFI FOCUS MEETING ON  
SUSTAINABLE DEVELOPMENT**

**11 March 2015 - Hong Kong S.A.R. (China)**

**Winning strategies for sustainability in the event industry**



*While sustainability remains high on the agenda for most companies, its implementation in the event industry is not always straight forward due to the high number of stakeholders and the non-permanent nature of events.*

*UFI's one-day Focus Meeting on 11 March 2015 at the Hong Kong Convention and Exhibition Centre, will provide case studies of successfully implemented strategies at both venue and event levels. The programme will highlight the benefits of adopting international standards. Several Q&A sessions provide opportunities to share information and ideas with all those present.*

*The UFI Focus Meeting will take place on March 11, the day before the UFI Open Seminar in Asia. Special registration rates are available for those wishing to attend both events. And Early Bird rates are available for all!*

*Check back on the UFI website at [www.ufi.org/HongKong2015](http://www.ufi.org/HongKong2015) in a few days for full programme and online registration.*

Hosted by



Open to all exhibition industry professionals



A C-level meeting you don't want to miss

One Whitehall Place, London  
28 - 30 January 2015

[www.ufi.org/gcs2015](http://www.ufi.org/gcs2015)



The C-level meeting of 2015 for the leaders of the global exhibition industry. You do want to be there.



Global  
CEO  
Summit

UFI Education Centre



## Webinars @ UFI

Free of charge for  
UFI Members & UFI Alumni

**Date:** 20 January 2015  
**Time:** 02:00 pm CEST  
**Speaker:** Ricardo Ortega Perrier | President LATAM of Kallman Worldwide  
**Title:** Exploring cultural aspects for business in LATAM – Tips for success!

### Joining this webinar you will:

- gain a better understanding of doing business in LATAM;
- discover the benefits of working with local partners;
- explore the slogan “Under-Promise, Over-Delivery” as it applies to LATAM; and
- directly address your questions to an expert.

UFI Diamond Sponsors



For any questions, please contact us at: [education@ufi.org](mailto:education@ufi.org) or use the feedback function in the Education Centre.

We hope you can join our next UFI webinars! [www.ufi.org/edcentre](http://www.ufi.org/edcentre)



2014



CONGRATULATIONS



**Milton Exhibits Group, HK (China)**



**IFEMA, Madrid (Spain)**



**TAITRA, Taiwan External Trade Development Council (Taipei)**



**Fira Barcelona (Spain)**



**Edinburgh International Conference Centre (UK)**



**International Fair Plovdiv (Bulgaria)  
IZFAS, Izmir (Turkey)  
Fiera Bolzano (Italy)**

to the winners of the 2014 UFI competitions  
for their outstanding contributions  
to the world of exhibitions



## UFI is giving you your chance to show off your best!

UFI likes to show off what you are doing that is innovative. Sharing your success is in the interests of the entire exhibition industry, and good for your team spirit as well!

Each year UFI organizes a number of award competitions to reward the best exhibition industry initiatives connected to a variety of challenges we all face on a regular basis. Our objective is to give exhibition professionals the opportunity to exchange interesting and innovative ideas, concepts, techniques and knowledge to related commonly shared issues.

UFI is now calling for entries in the fields of sustainable development, marketing, operations and services and education. The deadlines for each are coming up in the next two months so don't delay. We want to honour those in the exhibition industry who have successfully implemented creative and results-oriented initiatives.

Could you be one of the 2015 winners?

 **UFI 2015**  
**Award Competitions**

### GOOD, BETTER, SHOW US YOUR BEST!



**Entry Deadlines**

 <b>UFI Sustainable Development Award</b> Innovative cost-saving in the value chain	<b>15 January, 2015</b> <a href="http://www.ufi.org/sdaward">www.ufi.org/sdaward</a>
 <b>UFI Education Award</b> Best education initiative of the year	<b>13 February, 2015</b> <a href="http://www.ufi.org/educationaward">www.ufi.org/educationaward</a>
 <b>UFI Operations &amp; Services Award</b> Innovative catering concepts	<b>20 February, 2015</b> <a href="http://www.ufi.org/operationsaward">www.ufi.org/operationsaward</a>
 <b>UFI Marketing Award</b> Personalized marketing	<b>27 February, 2015</b> <a href="http://www.ufi.org/marketingaward">www.ufi.org/marketingaward</a>

Entries welcome from UFI members and non-members  
Please address your queries to [award@ufi.org](mailto:award@ufi.org)



## UFI Catering Tour - coming soon in

Catering is an important service element for exhibition and events. With the 2015 Operations & Services award and a completely new meeting format, UFI will tackle innovative catering concepts on 23-24 April 2015 in London. Different from more traditional UFI meetings, this session will split into groups in order to better experience innovative catering ideas currently being applied in London. It's all about tasting and experiencing!

In addition to visiting several innovative catering sources, the groups will hear from a keynote speaker as he introduces the latest trends in catering. This will be followed by presentations from your exhibition industry colleagues as they present best catering practices during the award competition. Members and non-members will have until 20 February to submit entries to the 2015 UFI Operations & Services competition.

Only a limited number of places are available for this unique event. Registration for this UFI catering tour will open at the end of January. If you have any questions, please contact [rowena@ufi.org](mailto:rowena@ufi.org).

## UFI to support 10<sup>th</sup> ESFE in Brazil

UFI Managing Director Paul Woodward is travelling to Sao Paulo in February to take part in the 10<sup>th</sup> ESFE event on 10 February 2015 at the World Trade Center in Sao Paulo.

Woodward will be presenting global statistics and trends of the exhibition industry. While elaborating on UFI's activities, he'll explain how UFI can add value to the Brazilian exhibition industry.

This trip will continue the work of the UFI Latin American Chapter in fostering good relations with our Brazilian colleagues following the meeting at the Imigrantes Center in Sao Paulo in September this year.

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## UFILive is four years old



Four years and 500 posts ago UFI created a blog for our industry to share, communicate, learn and explore called UFI Live. During these years we have explored topics that relate to our members whether they are organizers, suppliers or venues. We have looked at our industry and reflected on the problems and challenges facing us each day.

As UFI Live.org goes into its fifth year, our goal is to continue these discussions and to grow our followers. But, we need your involvement.

If you aren't already following our blog, it's easy to do. Simply log onto [www.UFILive.org](http://www.UFILive.org) and register. Then you will receive updates on whatever topics we are addressing.

To make this program a real success we also need your participation and feedback. What topics would you like us to look at? What media should we be following? What else can we do to make this resource even more valuable to you? Drop a word to Barry Siskind ([barry@ufi.org](mailto:barry@ufi.org)) our community manager to share your thoughts and ideas.

## Embracing the digital - the ISU will take up the challenge in 2015

Handy trade fair app instead of large exhibition catalogue, RFID chips instead of business cards and even virtual fairs instead of actual booth constructions – digitisation is leaving its mark on the exhibition industry. What challenges do organizers have to cope with in the course of this development, and how can they tap its full potential? These questions will be at the centre of the programme of the 7<sup>th</sup> International Summer University for Trade Fair Management (ISU) from June 24 to June 26 2015 in Cologne, Germany.

This year's theme "Embracing the Digital – Exhibition Industry 4.0?" will bring notable speakers from the trade fair sector, academics and exhibition service industry together with trade fair managers from all over the world to discuss challenges and opportunities of digitalisation.

UFI and Cologne University's Institute for Trade Fair Management will once again be organizing this internationally acknowledged immersion workshop hosted by Koelnmesse.

With its mix of presentations, discussions and interactive workshops the ISU programme offers trade fair managers a unique inside view on strategic, practical and visionary concepts making the most of the digital revolution. Participants are actively encouraged to think outside the box in order to develop creative solutions to pressing challenges of the industry.

Since its first edition participants have been appreciating the ISU's networking character which offers great opportunities for the exchange of knowledge. Stefanie Hübner, Senior Manager Visitor Marketing of Spielwarenmesse eG found just what she was looking for when she attended the ISU 2014: "The ISU offered a great combination of social networking and

extensive knowledge transfer. When it comes to "networking" I often happen to leave the room, but here we had great group dynamics going on." Stefanie Hübner is one of about 300 managers from 40 different countries who have participated in the ISU's past six editions.

The structure of ISU 2015 allows for a different approach to the main theme on each day of the programme. On June 24<sup>th</sup> lectures and workshops will focus on general trends in digitisation followed by best practice solutions the next day. The last day will take a close look at future digital trends and challenges regarding the trade fair sector. Once again a selection of top-class speakers will travel to Cologne to lecture at the ISU. A quick look at the speakers lineup includes:

- Prof. Dr. Michel Clement, Chair for Marketing and Media Management at the Institute for Marketing and Media, University of Hamburg;
- Paul Woodward, Managing Director, UFI;
- Walter M.S. Yeh, Executive Vice President, Taiwan External Trade Development Council (TAITRA); and
- Simon Burton, Managing Director, Exposure Communications Ltd.

ISU 2015 is supported by the Association of the German Trade Fair Industry (AUMA).

The ISU participation fee is 1,250 Euros. UFI members are invited to participate at a reduced rate of 1,075 Euros. Special rates are available to all through the early bird offer until April 13<sup>th</sup>, 2015: 1,150 Euros (975 Euros for UFI members).

For additional information, please go to [www.ufi.org/isu](http://www.ufi.org/isu). For any questions please contact [isu@ufi.org](mailto:isu@ufi.org)

### Our industry in 3D - Data, Digital and Developing markets

(Full programme and registration details available at [www.ufi.org/gcs2015](http://www.ufi.org/gcs2015))

Global CEO Summit 2015

London, UK

28 - 30 January 2015

Venue: One Whitehall Place/Royal Horseguards Hotel

<http://www.onewhitehallplace.com/>

**Chairman:**

Dr. Andreas Gruchow, Member of the Managing Board, Deutsche Messe AG Hannover



**Keynotes speakers:**

Dr Barış Onay, Digital Director, ITE Group  
What IS a digital strategy?



Paddy Cosgrave, Founder and CEO, Web Summit  
How we used digital to grow from 400 to 22,000 attendees in 4 years



Gary Selby, CEO, Insight Stream  
Kai Hattendorf, VP Digital Business, Messe Frankfurt  
In-depth on BIG Data & Digital



Andria Vidler, CEO, Centaur Media  
Tim Cobbold, CEO, UBM  
What's new!



Doug Emslie, Group Managing Director, Tarsus – Session Chair  
Jimé Essink, President & CEO, UBM Asia  
Renaud Hamaide, CEO, Comexposium  
Emerging Markets: The Challenges



Chet Burchett, CEO, Reed Exhibitions  
The importance of digital from a customer value standpoint



Gala reception and dinner: 8 Northumberland Ave  
[www.8northumberland.co.uk](http://www.8northumberland.co.uk)



## WINNING STRATEGIES FOR SUSTAINABILITY IN THE EVENT INDUSTRY: LET'S WORK TOGETHER!

(programme as of November, 2014)

[www.ufi.org/hk2015sd](http://www.ufi.org/hk2015sd)

### Opening of the Focus Meeting and welcome by the host



**Dianne Young**  
 CEO, Direct Energy Centre, Toronto (Canada)  
 2015-2017 Chair, UFI Sustainable Development Committee and moderator of the Focus Meeting



**Monica Lee-Müller**  
 Managing Director  
 Hong Kong Convention and Exhibition Centre  
 Hong Kong S.A.R.

### Status on sustainability within the exhibition industry



**Christian Duart**  
 Research Manager and Secretary of the UFI Sustainable Development Committee  
 UFI (France)

### Venues, organizers, service providers and associations can work together



**Kevin Teng**  
 Director of Sustainability  
 Marina Bay Sands, Singapore



**Cramond Wong**  
 Managing Director  
 AMC Exhibits Ltd, Hong Kong S.A.R.



**Synthia Chan**  
 Vice-President  
 Macau Fair & Trade Association



### Questions & answers

with the panel of speakers and moderated by Glenn J. Hansen  
 President & CEO, BPA Worldwide, Shelton (USA) and member of the UFI Sustainable Development Committee

### Let's adopt ISO 20121, the international standard to manage event sustainability



**Fiona Pelham**  
 Managing Director  
 Sustainable Events Ltd and Positive Impact (UK)



**Nichapa Yoswee**  
 Director, MICE Capabilities Department  
 Thailand Convention & Exhibition Bureau

Questions & answers with the panel of speakers

### Conclusions of the Focus Meeting by the moderator

Hosted by:





# CELEBRATING A DECADE OF GROWTH

**10TH**  
ANNIVERSARY

12 – 13 MARCH 2015

HONG KONG CONVENTION AND EXHIBITION CENTRE

[www.ufi.org/hongkong2015](http://www.ufi.org/hongkong2015)

Twitter: #ufihongkong

Early Bird Deadline / 6 FEBRUARY 2015

Open To All Professionals In The Exhibition Industry



**REGISTER FOR BOTH AND SAVE!**

UFI Sustainable Development Focus Meeting 11 March 2015 (Hong Kong)

ORGANISER



HOSTS



VENUE SPONSOR



### CELEBRATING A DECADE OF GROWTH

Registration at [www.ufi.org/hongkong2015](http://www.ufi.org/hongkong2015)

#### Thursday, 12th March 2015



#### Opening of Asia Seminar

**Mark Cochrane**, Regional Manager, UFI Asia/Pacific Office (Hong Kong)

#### The Future of Sourcing in Asia

**Dr. William Fung**, Group Chairman, Li & Fung Limited (Hong Kong)



#### Case Study: How to turn your venue vicinity into an outstanding customer experience

**Lucy Merritt**, Marketing Manager and **James Champion**, Head of Sales for Exhibitions, ExCeL London (United Kingdom)



#### Panel Discussion: Major Infrastructure Changes in the Pearl River Delta and the Impact on Exhibitions

**Moderator:** **Paul Woodward**, Managing Director, UFI (France)

**Panellists:** **Allen Ha**, CEO, AsiaWorld-Expo Management Co Ltd & Chairman of Lantau Development Alliance (Hong Kong)

*[More panellists to be confirmed]*



#### Building Exhibition with Unique Themes

**Andrew Strachan**, General Manager, Art Basel (Hong Kong)



#### The Future of Our Industry

**Simon Naudi**, CEO, Answers Training International Ltd. (United Kingdom)



#### Friday, 13th March 2015



#### Re-opening of Asia Seminar

**Mark Cochrane**, Regional Manager, UFI Asia/Pacific Office (Hong Kong)

#### Convergence of Exhibitions and Conferences

**Jason Yeh**, CEO of GIS Group & Chapter Chair of ICCA (Taiwan)



#### Showing your exhibitors how strategic exhibiting grows businesses

**John Blaskey**, Managing Director, The Exhibiting Agency Limited (United Kingdom)



#### Building and Managing Sustainable Exhibitions

**Fiona Pelham**, Managing Director, Positive Impact Events (United Kingdom)



#### Panel Discussion: Impact of Mega Venues on Exhibition Markets

**Moderator:** **Paul Woodward**, Managing Director, UFI (France)

**Panellists:** **Jimé Essink**, CEO, UBM Asia Ltd (Hong Kong)  
**Michael Kruppe**, General Manager, SNIIEC (China)

*[More panellists to be confirmed]*



#### Hosts:



#### Venue Sponsor:





## UFI CEO golf tournament tees off in 2015

UFI is pleased to announce the inaugural edition the UFI Asian CEO Golf Friendship Cup, which will take place in Bangkok from 14-16 March 2015, immediately following the UFI Open Seminar in Asia in Hong Kong. The event is planned for CEOs and other very senior level executives from the exhibition industry across Asia.

It will provide delegates with an opportunity to enjoy two days of world-class golf, excellent networking opportunities and a chance to

become more familiar with all that Thailand has to offer exhibition organisers.

We are honoured to count on the Thailand Exhibition & Convention Bureau (TCEB) and the Thai Exhibition Association (TEA) as our hosts and partners, who will help with the organization and running of the event alongside UFI's newly formed Golf Committee. Thanks also to our sponsor IMPACT.

For more information about the event and to register please visit [www.ufi.org/golf](http://www.ufi.org/golf)

Join us for the inaugural

## UFI Asian CEO Golf Friendship Cup

Bangkok

14th - 16th March 2015

Two days of golf and networking for exhibition industry CEOs



Hosted by



Sponsored by



Programme includes:

- High level networking with CEOs from across Asia
- Two days golf: Bangkok & Windsor Golf Courses
- Awards and prizes
- Delegates only cover flight & hotel costs

Contact us at: [asia@ufi.org](mailto:asia@ufi.org) for registration details

## Exhibitions in North Africa: Today & Tomorrow

Save these dates!

**Marrakech, Morocco**  
**23-25 March 2015**

