

UFI Info

December 2015



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Contents

Calendar of UFI events and meetings	03
Welcome from the UFI President	04
Life after the attacks	05
Best Practices - Special Interest Group	06
Large Venues - Special Interest Group	07
Education - Special Interest Group	07
China - Special Interest Group	08
Inter Expo / Gov. Support - Special Interest Group	08
Strong expertise around sustainability shared at the Congress	09
Associations' Committee Meeting	11
Thank you to our sponsors of 82 nd UFI Congress	12
Global CEO Summit Programme	13
Digital Disruption - 11 th UFI Open Seminar in Asia	15
Inspiration for Sustainability - register now	18
UFI Open Seminar in MEA	20
Digitisation of Venues – New Service Opportunities	21
UFI team's New Years Wishes	21
Save the Date: 8 th International Summer University	22
UFI Marketing Committee Meeting	23
UFI supports industry talent development	23
Call for entries: 2016 UFI Awards Competition	24
EEIA: News from Brussels	25
Latin American Chapter update	26
Hidden Dynamic Markets - UFI Diamond Sponsor contribution	26
News update from our media partners	27



Photo: Special Interest Group Meeting for Best Practices.



Photo: 5th Semester MKE students group, DHBW Ravensburg.



Photo: Special Interest Group Meeting for Large Venues.



Photo: UFI Associations' Committee Meeting.

UFI Info will take a winter break. The next edition will be shared in February 2016.



Calendar of UFI events and meetings 2016

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Venue
UFI ICT Committee Meeting	19 January	Paris (France)
UFI Marketing Committee Meeting	20 January	St. Petersburg (Russia)
UFI Executive Committee Meeting	2 February	Munich (Germany)
Global CEO Summit (GCS)	2 - 4 February	Munich (Germany)
UFI Sustainable Development Focus Meeting	24 February	Chiang Mai (Thailand)
UFI Associations' Committee Meeting	25 February	Chiang Mai (Thailand)
UFI Sustainable Development Committee Meeting	25 February	Chiang Mai (Thailand)
UFI Open Seminar in Asia	25 - 26 February	Chiang Mai (Thailand)
UFI Asian CEO Golf Friendship Cup	27 - 28 February	Chiang Mai (Thailand)
UFI Education Committee Meeting	11 March	Paris (France)
UFI Marketing Committee Meeting	18 March	Paris (France)
UFI Open Seminar in MEA	23 - 24 March	Beirut (Lebanon)
UFI Executive Committee Meeting	14 - 15 April	Paris (France)
UFI Operations & Service Focus Meeting	21 - 22 April	Singapore (Singapore)
International Summer University	8 - 10 June	Cologne (Germany)
UFI Executive Committee Meeting	20 June	Basel (Switzerland)
UFI Board of Directors Meeting	20 June	Basel (Switzerland)
UFI Associations' Committee Meeting	20 June	Basel (Switzerland)
UFI Open Seminar in Europe	20 - 22 June	Basel (Switzerland)
UFI Executive Committee Meeting	15 - 16 September	St. Petersburg (Russia)
International Fair Poster Competition	27 - 28 September	Plovdiv (Bulgaria)
83 rd UFI Congress	9 - 12 November	Shanghai (China)

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	3 - 6 April	San Diego (USA)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear UFI members, dear colleagues

Last month I set out the topics that I wanted to focus on during my stint as your president. Just one month on, the attacks of Beirut and Paris, and before that the downing of a civilian Russian plane over Egypt, have changed these priorities.

Attacks on our societies are also attacks on our business life. The global economy needs exchange in order to grow. We already see slowing growth in China, and also difficulties in Russia. Attacks like those we have seen in the past weeks also aim to undermine the attempts by business leaders and politicians alike to overcome these difficulties.

How can UFI act here, as we are not a political institution? We can connect people in our industry and share what we know. The team in Paris is doing just that without much fanfare, but every day. They gather information from our members and pass it on to those who can use it.

Our association members especially are playing a vital role in this drive to connect people and share information. French UNIMEV is of course updating regularly on policies and regulations that are announced by the French government. Information we receive from other countries' reactions and responses are channelled through to our partners such as SISO in the US, to name just one example. I would like to encourage all our members to share what they know with our Paris headquarters – they will make sure the information you provide is used well.

Nonetheless, we are moving forward with the tasks that we have set ourselves for the coming months: Support for a “Global Exhibitions Day” is growing, I am pleased to report, and a vital meeting on this will take place right after the start of the new year in Paris. As Kai writes in his column in this UFI Info, tradeshow are vital for international exchange and understanding. This is a message we will be sure to spread when we promote our unique industry to stakeholders everywhere.

Sincerely,



Sergey Alexeev
UFI President

Life after the attacks



This November, we had to witness terrible attacks on innocent people – most prominently in Paris, where the UFI team is based, but also in Beirut, and in Mali’s capital Bamako. The global reaction has been outrage over such atrocities, but also heightened security in many countries ever since. As I am writing this, Belgium is still on the terrorism alert, and France has extended its nationwide [state of emergency](#) for three months.

As we shared through UFI’s [social media channels](#), our team here in Paris as well as our families and friends are safe and unharmed. Thank you very much to each and every one of you who reached out to us in the days and weeks since 13 November, asking about how we are and how we cope. It means a lot to everyone here at UFI to know that we are working for members who care!

So yes, we are safe, and yes, we will continue as before. The City of Paris has a coat of arms, in which the city states its motto: “[Fluctuat nec mergitur](#)” – which translates as “tossed by the waves, but not sunk”. It has been in use since 1358, and ever since Paris has come out of attacks of all kinds vital and strong again.

In this city right now, the general mood is that it will do just this again.

But there is the bigger picture – about what these attacks mean for our industry.

In the days after the attacks in Paris, all scheduled

tradeshows took place as planned, and none were cancelled in Beirut or in Brussels either. Security measures have been tightened, but visitors and exhibitors have been going about their business as usual.

We usually focus on the benefits of trade and on the economic factors that make tradeshows such a vital and valuable tool for industries and international communities.

The past weeks bring back to my mind another critical benefit that our industry provides: As we bring together people on the tradeshow floor, we create exchanges and dialogues among business people and decision makers from all kinds of countries and cultures, colours and beliefs. These dialogues drive exchanges, and mutual understanding. And they result in trust – trust that creates trade and mutual progress.

In times where extremists are trying to unsettle some of the very basic principles that have helped people everywhere on the planet to build a better life for themselves, let’s focus on what our industry can do: Provide excellent platforms for trade, exchange and understanding, on site and online, wherever we can.



Kai Hattendorf
UFI Managing Director



Share on Twitter

82nd UFI Congress

Milan, Italy



Special Interest Groups (SIGs)

Best Practices

Sharing best practices is at the heart of our association, and through the annual UFI award programme, we receive many outstanding industry success stories that we share among industry professionals.

One great opportunity for such an exchange of best practice is the annual UFI Congress. During the Special Interest Group (SIG) “Best Practices” session this year in Milan, the 2015 UFI award winners presented their innovative industry solutions in the fields of Education, Marketing, Operations & Services and Sustainable Development.

Sustainable Development

This year’s competition theme was “Innovative cost-saving in the value chain”, and the jury decided to recognise two winners: Sands Expo and Convention Centre, Marina Bay Sands (Singapore) as a venue, and UBM EMEA as an organiser.

WeeMin Ong, Executive Director, Sales of Marina Bay displayed Sands ECO360o Sustainability Strategy and demonstrated that it’s possible not only to grow a business during challenging economic times, but also to do so in a way that is responsible, transparent, and sustainable.



Volker Höntsch, Sustainability Manager at UBM EMEA, demonstrated how UBM EMEA’s leadership in setting challenging sustainability objectives has led to numerous innovative sustainability actions by all stakeholders in their events.

In turn, these actions have led to significant positive social legacy and reductions in environmental impacts, as well as cost savings for the company itself.

Education

Fiera Milano (Italy), winner of the 2015 UFI Education Award “Best education initiative of the year”, was represented by Monica Pera, HR Director of Fiera Milano. During the project presentation, Ms Pera displayed a video, “Take Care Fiera Milano”, which showed the successful organisation of a programme mixing education and entertainment. Reacting to continuous changes in the market, Fiera Milano was able to improve sales capacity and strengthen the company culture. The video can be viewed at www.ufi.tv.

Services and Operations

Participants of the UFI Operations and Services Meeting in London earlier this year nominated Suntec (Singapore) and their Dessert Safari entry as winners of the 2015 Operations and Services Award. Suntec’s catering concept, presented by Arun Madhok, Chief Executive Officer, tailored to suit the needs of exhibitors and visitors from all over the world, has proven to be a major element for successful exhibitions and events. The video introducing and explaining the success of Dessert Safari can be viewed at www.ufi.tv.

Marketing

The personalised marketing approach, winning entry of this year’s UFI Marketing Award, was presented during the SIG by Sarah Kenny, Marketing Executive, and Georgina Smith, Marketing Director, at UBM EMEA. The Health Ingredients Europe Marketing Team of UBM EMEA worked on a nine-month campaign activating all channels in a personalised way, providing diversified content and core marketing messages in five languages.

We once again congratulate all 2015 UFI Award Winners for their great achievements and invite everyone to take part in the 2016 award programme. For more information see page 22.

If you have any questions or would like to obtain further information, please do not hesitate to contact us: info@ufi.org.

82nd UFI Congress

Milan, Italy



Special Interest Groups (SIGs)

Large Venues



In Bogota last year, the UFI large venues Special Interest Group, which gathers all the UFI member exhibition venues of 50,000 sqm or more worldwide, was tasked with determining alternative ways of selling square metres of exhibition space, and identifying additional means of generating revenue. In a follow-up to that meeting, delegates at the UFI Congress in Milan worked together during a brainstorming session to identify cost-cutting ideas for exhibition venues. Again, the group exceeded all expectations and came back with a long list of great cost-cutting ideas, on both an operational and a more strategic level. The group also stressed that certain short-term solutions could prove more expensive in the long run.

If you would like a copy of the results of these discussions, please contact Sonia Thomas, UFI Operations Director, at sonia@ufi.org.

The topic for next year's meeting, at the 83rd UFI Congress in Shanghai, was also decided: Models for large venue management for the future, taking into account customer perception and design or architectural demands.

Education

The Congress was an opportunity for UFI to discuss, together with about 20 industry experts, the need for development in exhibition-related education, as well as regional challenges and how UFI can contribute in this field. Speaking in Milan, Enrica Baccini, Chair of the UFI Education Committee, introduced UFI's work on education, and the challenges involved. She said: "Education and talent development are absolutely essential to ensure a prosperous future for our industry. We still have the feeling that good ideas and best practices could be shared much more." Sharing best practices was also the motivation to invite the winner of the 2015 UFI Education Award to give a presentation on their approach. The meeting closed with a group discussion on ways to encourage more knowledge exchange and a stronger commitment towards education.

"We are already on the right track, but there is still a lot of more work to be done. This is why the UFI Education Committee is looking for further members who would like to volunteer some of their time and their insights in this work," says Rowena Arzt, UFI Director of Business Development.

If you are interested in joining the Education Committee, please contact: rowena@ufi.org.



UFI Education Award 2016

Fit for the Future
How to prepare your future leadership

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/educationaward

View page 24 for more information about the 2016 UFI Education Award.

82nd UFI Congress

Milan, Italy

Sustainable Development



Strong expertise around sustainability shared at the Congress

In addition to the presentation of the UFI Award to this year's winners (see last issue of UFI Info page 22) and the focus on sustainability during the meeting of the Associations' Committee, two of the 82nd UFI Congress meetings held in Milan were more specifically devoted to sustainability:

- The Special Interest Group on Sustainable Development, whose theme was "What can you do in the area of sustainability?";
- The meeting of the UFI Sustainable Development Committee, where members discussed ongoing and future actions.

Both meetings generated several positive outcomes including new Committee Members and the further development of an ongoing UFI project on measurement and reporting frameworks for the exhibition industry (more news in the next issues of UFI Info).

SIG: What can you do in the area of sustainability?

The following three speakers, selected as champions in their respective segment, briefly outlined their initiatives, before debates enabled participants exchange ideas. Michael Duck, Executive Vice President of UBM Asia (Hong-Kong), Dianne Young, CEO of the Exhibition Place (Toronto), and Christian Druart, Secretary of the UFI Sustainable Development Committee, moderated each session.



Eric Ricaurte, CEO Greenview (Singapore), presented the key results of the "Green Venue report", recently released. This exercise, developed in partnership with Twirl Management, captures benchmarking data from venues in a consistent way. The 2015 edition of this report covered 30 venues from six countries and will further develop its global outreach next year.



UBM EMEA, as an organiser, won the 2015 UFI Sustainable Development Award competition whose theme was "Innovative cost-saving in the value chain". Natasja O'Connor, Events Operations and Services Group Director, and Chris Kilbee, Group Director Pharma, explained that sustainability was implemented into the overall UBM EMEA strategy and described their commitment to continually improving the sustainability of their events.



Vincent Larquet, Strategy and Sustainable Development Director UNIMEV (French Meeting Industry Council) presented a collaborative platform currently under implementation in France. The aim is to enable players operating in the industry to steer, measure, assess and leverage the footprint, impact and legacy of meetings and events. Criteria range from business, tax and labour through to environmental, media and scientific aspects.

82nd UFI Congress

Milan, Italy

Sustainable Development



Two opportunities to share knowledge in early 2016

Two UFI actions scheduled for early 2016 are specifically designed to facilitate the exchange of knowledge around sustainability within the exhibition industry:

- The annual **Sustainable Development Award Competition**, is open to UFI members and UFI non-members. The 2016 theme is “**Best actions to engage participants around sustainability**” with the objective to recognise initiatives designed to spread knowledge, enhance attendee experience, and educate and trigger interest around sustainability, both at and beyond the event itself. The deadline for entries is 29 January 2016 and all entries, considered as examples of good practice will benefit from promotion! www.ufi.org/sdaward for more information.
- The **Focus Meeting on Sustainable Development on 24 February 2016 in Chiang Mai (Thailand)**. The theme of this conference is “Inspirations for Sustainability”. Speakers will tackle topics such as sustainability standards, best practices, benchmarking on a global level and the involvement of local practices and communities. Visit www.ufi.org/chiangmai2016 for more information & registration details.

Two new members join the Sustainable Development Committee

The UFI Sustainable Development Committee is very happy to welcome two new members:



Ravinder Sethi, Managing Director of R.E. Rogers India and Vice President of IEIA (Indian Exhibition Industry Association).



Volker Höntsch, Sustainability Manager of UBM EMEA.

For additional information on UFI activities around sustainable development, visit www.ufi.org/susdev or contact chris@ufi.org.



UFI Sustainable Development Award 2016
Best actions to engage participants around sustainability
sdaward@ufi.org
www.ufi.org/sdaward

View page 24 for more information about the 2016 UFI Sustainable Development Award.

82nd UFI Congress

Milan, Italy



Associations' Committee Meeting

Several initiatives shared at the UFI Associations' Committee meeting

More than forty participants representing 30 UFI Member Associations, the UFI Sustainable Development Committee and UFI representatives met, under the Chairmanship of Janos Barabas, Secretary General of CEFA (Central European Fair Alliance).



Photo: Associations' Committee Meeting.

The agenda included knowledge exchange, and common projects in order to further promote the exhibition industry. Here are some highlights:

- The Global Exhibitions Day project, designed to raise the profile of our industry among key stakeholder groups (government and local authorities, the broader business community, next generation staff and customers), received general support from the UFI Executive Committee and UFI Associations' Committee leadership. As a result, the objective is now to unite those who are interested to work on this to make sure that the first Global Exhibitions Day will take place around 8 June, 2016, around the world. A meeting to further develop this idea kickoff is scheduled to be held in Paris on 5 January 2016;

- Jamie Lee, from AKEI, presented the scheme implemented in South Korea to develop the promotion of UFI Approved Events;
- Loredana Sarti, from AEFI, presented the two Italian associations AEFI and CFI;
- Dianne Young, CEO of the Exhibition Place (Toronto), presented the UFI Sustainable Development Committee that she is chairing since the end of 2014; and
- Finally, Mathieu Rosy and Vincent Larquet, from UNIMEV (French Meeting Industry Council) presented the "integrated performance tool" that they developed for France.



Photo from left to right: Peter Neven, Managing Director of AUMA (Germany) and Vice-Chair of the UFI Associations' Committee, Janos Barabas, Secretary General of CEFA and Chair of the UFI Associations' Committee and Christian Druart, UFI Research Manager and Secretary of the UFI Associations' Committee.

For additional information on the UFI Associations' Committee, please contact Christian Druart, UFI Research Manager: chris@ufi.org.

82nd UFI Congress 2015

Milan, Italy



Thanks to our Milan Congress Sponsors

Following on from last edition, UFI would like to extend its sincerest thanks to our Congress sponsors. Their support was key to making this record-breaking Congress such a success. If you enjoyed your time in Milan, that is in part due to the generosity of the following organisations:

Sponsors



Congress Logistics Partner



UFI Registration Partner



UFI Software Partner



UFI Mobile Partner



UFI Media Partners



Geographies, Sectors, Digital & the Economy

Global CEO Summit (2 - 4 February 2016)



Programme 3 February 2016

Global CEO Summit countdown: only 2 months to go!

Places are going twice as fast as last year for the 2016 edition of the Global CEO Summit, organised jointly by tfconnect and UFI. The event will take place at the prestigious Bayerischer Hof Hotel in downtown Munich from Tuesday 2 - Thursday 4 February. The conference programme will focus on the influence of money markets and digital players, on globetrotting and global expansion, as well as an expert session on big economic issues, and much more - all subjects that will strike chords with many CEOs. So, if you haven't booked your place yet, and you are a CEO or equivalent of an exhibition organising company or venue, then book today!

Register at: www.ufi.org/gcs2016.

Don't hesitate to get in touch: info@globalceosummit.net.

Interested in sponsoring the event? Please contact nick@ufi.org.



Welcome and introductions from the Chair

RUSSELL TAYLOR, CEO, ITE Exhibitions



Listen!

JULIAN TREASURE, Master of Sound:

Our opening keynote speaker has an amazing FIVE talks on TED.com with over 20 million views, including one talk in the top 30 of all time! After a very successful career in the media world Julian Treasure founded The Sound Agency, an international audio branding consultancy that asks and answers the question: "How does your brand sound?" The Sound Agency specialises in helping businesses design sound environments that increase sales and customer satisfaction in retail, hospitality, events and in the workplace.



The Economy

PROF. DR. CLEMENS FUEST, President of ZEW (Centre for European Economic Research):

After a couple of years without an economist at the Summit, current big issues around the world in both leading and emerging markets, make it a good time to get a global economic viewpoint again.



Panel session – All eyes on us from money markets and digital players

ANDREW TISDALE, Managing Director of Providence Equity,
KEVIN KECK, founding Partner of Phoenix Equity Partners:

Again a topic missing from recent Summit agendas – the outside investor view of our industry. A look at why Private Equity and digital players are looking at and paying higher multiples to invest in the event space!

Geographies, Sectors, Digital & the Economy

Global CEO Summit (2 - 4 February 2016)



Programme 3 February 2016 *continued*



A corporate & brand global expansion case study

KLAUS DITTRICH, Chairman and CEO, Messe München International:
The host of the 2016 Summit Gala Dinner, Klaus Dittrich, CEO of Messe München International, will talk about the Messe München global strategy, including a case study on the global expansion of the BAUMA brand.



A corporate & brand global expansion case study

ALISON BERENDS, Corporate Marketing & Communications Director for Reed Exhibitions,
JOHN WELSH, Managing Director, Digital & Content, UBM:
A digital download – case studies on community building and monetising digital offerings.

Programme 4 February 2016

Globe trotting

A return to a previous 'favourite format' - breakout sessions that focus on particular regions of the world. This time, based on audience research, we will focus on the USA, Asia and the Middle East. You will have the opportunity to join one of these three concurrent sessions:



Globe trotting - USA

CHARLIE MCCURDY, CEO Global Exhibitions, Informa
SIMON FOSTER, CEO - UBM Americas



Globe trotting - Middle East

CHRIS HUDSON, President - Energy, dmg events
RICHARD HEASE, Chairman, Turret Middle East



Globe trotting - Asia

MICHAEL DUCK, Executive Vice President - UBM Asia
RAJAN SHARMA, Director, Inter Ads Exhibitions Pvt. Ltd.

Strategy, structure, the industry



Closing remarks from the Chair

RUSSELL TAYLOR, CEO, ITE Exhibitions

Digital Disruption

25 - 26 February 2016, in Chiang Mai (Thailand)

11th UFI Open Seminar in Asia

Exhibitions are changing. Our industry is set to change more in the next ten years than it has in the previous 100 years. Digital tools and platforms are one of the key drivers of this change.

How visitors and exhibitors interact on the venue floor, the young talent organisers need to recruit and retain, the skills and capabilities needed to put on an event and how an exhibition is marketed... are all set to radically change.

With these developments in mind, we invite you to join the 11th edition of our Open Seminar in Asia for two days of presentations, panels and discussions with industry leaders as we look to the opportunities and challenges that lay ahead.

Programme 25 February 2016



Opening Comments

MARK COCHRANE, Regional Manager, UFI Asia/Pacific Office, Hong Kong



Digital Trends Shaping Events

DR. BARIS ONAY, Group Marketing & Digital Director, ITE Group Plc, United Kingdom:
In his leadership role at ITE, Baris Onay is focused on the convergence of digital tools, face-to-face events and marketing. During his session, Baris will share his views on where we are now and where these digital trends will carry exhibitions in the coming years.



Interview: Innovation at Exhibitions in China

DABEN MAO, Executive President, Sungoal Exhibition & Convention Co. Ltd., China,
XUEBIN GU, Managing Director, Info Salons, China:

By a wide margin, China is the largest exhibition market in Asia. More than 55% of space sold at trade fairs in Asia is now sold in China. The country is also home to 70% of the region's venue capacity. So it is no surprise that there are plenty of creative, innovative trends coming out of the Chinese market. In this session, Gu Xuebin of Info Salons China engages Sungoal's Mao Daben in wide ranging discussion about the latest developments and trends shaping exhibitions across China.



The Changing Landscape of Exhibitions in America

DAVID AUDRAIN, President & CEO, Exposition Development Company Inc. and Incoming Executive Director of SISO (From January 2016), USA:

The U.S. remains the world's largest exhibition market by any measure. Recently, there has been increased attention from international players acquiring stakes in large U.S. organisers. There is a clear perception of opportunity and upside in the U.S. market. UFI is pleased and fortunate to have David Audrain, the Executive Director of the Society of Independent Show Organisers (SISO) join us in Chiang Mai to share his views on the key growth drivers and trends impacting the U.S. market today.

Digital Disruption

25 - 26 February 2016, in Chiang Mai (Thailand)

11th UFI Open Seminar in Asia

Programme 25 February 2016 (continued)



Assessing the Impact of Digital Disruption

SIMON NAUDI, CEO, Answers Training International, United Kingdom:

Back by popular demand! Simon Naudi was one of our highest rated speakers in Hong Kong last year. He is back to lead you through an interactive session. How would someone outside our industry view the impact of digital disruption and how will it shape our future? This session compares what is happening outside our business and within, using case studies we look at how they are adapting and in turn, how we are performing. We consider the parallels and implications for our industry and ends with top ten tips or actions each delegate can take away and implement in their business.

Welcome Reception at Royal Park Rajapruek

Programme 26 February 2016



Opening Remarks

MARK COCHRANE, Regional Manager, UFI Asia/Pacific Office, Hong Kong



Outlook for ASEAN Exhibition Market

DR. GERD WEBER, Senior Expert, jwc GmbH, Germany:

The establishment of the ASEAN Economic Community (AEC), the continuing investment in the region's infrastructure and the increasingly strong trade links between China and the ASEAN markets are driving both economic growth as well as the expansion of the region's exhibition industry. At the same time, key markets such as Thailand, Malaysia and Vietnam plan to add venue capacity in the next few years. Gerd will analyse the recent performance of key ASEAN trade fair markets and share his views on where the continued growth will be in the years ahead.



Panel Discussion: Mobile Marketing Trends

Moderator: CHRISTIAN GLASMACHER, UFI Marketing Committee Chair, Germany,
DR. BARIS ONAY, Group Marketing & Digital Director, ITE Group Plc., United Kingdom,
WALTER YEh, Executive Vice President, TAITRA, Taipei:
(Other panellists to be confirmed)

Competition amongst exhibitions in Asia continues to heighten. One of the best strategic tools available to exhibition organisers is to leverage new digital platforms to engage their exhibitors and visitors. UFI's Marketing Committee recently conducted a survey among members to better understand the state of mobile marketing in the events industry. This session will kick-off with the Marketing Committee Chair, Christian Glasmacher, presenting the results of UFI's survey. Following this, there will be a panel discussion, led by Christian to discuss and debate the direction of mobile marketing at trade shows.

Digital Disruption

25 - 26 February 2016, in Chiang Mai (Thailand)

11th UFI Open Seminar in Asia

Programme 26 February 2016 (continued)



Successful Venues of Tomorrow

TRACEY SHORT, Vice President International Development, SMG, Malaysia:

What will the successful venue of the future look like? The demands of event organisers and end-users are changing. It is no longer enough to simply build halls and expect success. High quality, innovative food & beverage options, cutting-edge wifi and Internet connectivity, highly flexible room configurations, increased areas for networking, outdoor meeting areas... the list goes on. SMG's Tracey Short will lead us through the "do's" and "don'ts" of venue design as she looks at what a successful venue should have to meet the demands of tomorrow's business events.



Exhibitions in China: An Industry in Transition

DR. NAT WONG, Exhibition Industry Executive, Singapore:

Our closing speak, Nat Wong, has more than 30 years of senior management experience including over eleven years as the Global President of Agility Fairs & Event Logistics and President of Reed Exhibitions, Greater China. Nat will draw on that experience to share his views on what lies ahead for Asia's largest exhibition market. There are many factors driving change in China – the State Council's plans to reform the exhibition industry, new venue capacity in key markets like Shanghai, opportunities in second/third tier markets and China's deliberate slowing of its economy. Nat will sort through these issues to share his insights on the likely direction of our industry in Mainland China.



Closing Remarks

MARK COCHRANE, Regional Manager, UFI Asia/Pacific Office, Hong Kong

Post Seminar Tour

40 persons per tour. Delegates may sign up for one tour only from 14:00 to 18:00



Option 1: Chiang Mai City Tour

Tour highlights: Wat Chedi Luang, Wat Phra Singh, Chiang Mai City Art & Cultural Centre.

Explore and experience Chiang Mai in an unique and exciting high-tech team event. Equipped with a tablet pc team to plan their route choosing from spot locations and team stations (hands on).



Option 2: Baan Celadon

Tour highlights: Making Kao Tom Mud (a delicious Thai dessert), visiting Baan Celadon Factory, sculpting and painting in the Celadon workshop, shopping for souvenirs.

Baan Celadon carries on the traditional Thai method of Celadon production by maintaining the original handmade craftsmanship, emphasizing the importance of painting and carving lively designs depicting key elements of Thai arts and cultural.

Inspirations for Sustainability

24 February 2016, in Chiang Mai (Thailand)

UFI Focus Meeting on Sustainable Development

(ahead of the UFI Open Seminar in Asia held 25 - 26 February)

Sustainability can be seen as taking into account a series of constraints and combing them into a balanced and sustainable strategy. For the exhibition industry, often with a strong international profile, this means including global elements such as standards, best practices or benchmarking and local ones such as the involvement of local practices and community. UFI's one-day Focus Meeting programme will provide several examples of such local and global actions and participants will have a chance to interact with the conference's expert speakers and members of the UFI Sustainable Development Committee.

The Focus Meeting will take place the day before the UFI Open Seminar in Asia. Special rates apply for those wishing to attend both events. Registration information can be found at: www.ufi.org/chiangmai2016.

Programme



Opening and welcome by the host

DIANNE YOUNG, CEO of the Exhibition Place (Canada), 2015-2017 Chair, UFI Sustainable Development Committee and Moderator of the Focus Meeting,
NICHAPA YOSWEE, Director, MICE Capabilities Department, Thailand Convention & Exhibition Bureau



Supporting sustainability within the exhibition industry

CHRISTIAN DRUART, Research Manager and Secretary of the UFI Sustainable Development Committee. Christian will introduce the programme by explaining UFI's series of actions to promote awareness and commitment to sustainability within the exhibition industry.



Aiming for sustainable success on the global stage

NICHAPA YOSWEE, Director, MICE Capabilities Department, Thailand Convention & Exhibition Bureau: TCEB is playing a key role in the development of sustainability in the Thai MICE industry. Nichapa will detail this approach which takes into account an international perspective.

#ufichiangmai

Inspirations for Sustainability

UFI Focus Meeting - 24 February 2016

Programme (continued)



Engaging with the local community

ARRUT NAVARAJ, Managing Director, Sampran Riverside (Thailand):
Sampran Riverside is a facility close to Bangkok that hosts events with an objective of dedication to preserving Thailand's natural and cultural heritage. Arrut will explain their philosophy around sustainable tourism: "preserve everything the way it should be".



Linking corporate values and local action

BETTY HUANG, Sustainability Manager-Asia, UBM Asia, Shanghai (China):
UBM plc, based in London (United Kingdom), is one of the largest exhibition organisers in the world. UBM is recognised as a sustainability champion in the industry and Betty will present their overall group objectives in this area and describe how they are implemented in Asia.



Implementing an international standard

PRAVIT SRIBANDITMONGKOL, Managing Director, Kingsmen CMTI Plc. (Thailand):
Kingsmen CMTI is a service provider for the exhibition industry that implemented ISO 20121 in 2013. Pravit will explain his company's approach to this commitment and will provide examples of its benefits.

Exchanging knowledge

QUESTIONS & ANSWERS with the panel of speakers



Measuring and evaluating results

ERIC RICAURTE, CEO, Greenview (Singapore):
Eric is an expert in the metrics, measurement, and reporting of carbon and other sustainability performance indicators within the hospitality sector. He will present the results of the latest edition of the "Green Venue Report" conducted in partnership with Twirl Management (USA) and which covers 30 venues from 6 countries.



Cooperating at international level

HANS BRUDER, Managing Director, Octanorm (Germany):
Octanorm is one of the largest companies in the world involved in supplying environmentally friendly system components for booth construction that has developed an international programme to reduce the waste produced for exhibitions. This programme involves local partnership and Hans will provide practical examples of its successful implementation.

Exchanging knowledge

QUESTIONS & ANSWERS with the panel of speakers

UFI Open Seminar in the Middle-East 2016

Adapting to change and getting ready for the future

23-24 March 2016
Beirut, Lebanon



Open to all professionals of the exhibition industry

Host



UFI Diamond Sponsor



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 #ufibeirut

Digitisation of Venues – New Service Opportunities

Focus Meeting in Singapore from 21 - 22 April 2016



Annette Slotty, who chairs the UFI Operations & Services Committee, highlights the importance of this topic: “For the future success of our industry, it is important to identify new service solutions. During the Focus Meeting in Singapore we want to discover which digital trends may change and enrich our services in the exhibition industry. This could mean that to a certain extent we have to shape and reinvent our business for the sake of our customers. It is important that we as an industry find possibilities to enrich the format of exhibitions by the help of digitisation to support our customers in their business. We look forward to discussing these questions with our industry peers and experts.”

For sure digitisation is one of the mega trends which will keep our industry busy in the upcoming years. “The topic is not only relevant for tradeshow organisers. Going digital is also high on the agenda of venues. This is why the UFI Operations & Services Committee wants to address with this topic in its 2016 Focus Meeting on 21 - 22 April at Suntec in Singapore”, says Rowena Arzt, UFI Director of Business Development.

The meeting in Singapore is targeted at Operations & Services Managers as well as Venue Managers and Technology Experts worldwide. UFI member companies will be offered preferential registration rates. Save the date in your agendas! You will find more information on the UFI website by the end of this December, or simply contact events@ufi.org.



Save the Date!

8th International Summer University (ISU) from 8 - 10 June 2016

Trade fair professionals mark your calendars! The International Summer University for Trade Fair Management's eighth edition, themed Customer Journey – Touring the Trade Fair Touchpoints, is coming to Cologne again. From 8 - 10 June, practitioners, academics and managers from adjacent industries will discuss, develop and learn about the customer journey inside the trade fair industry. Stay tuned for more information!

Background

The ISU was established in August 2006 by the University of Cologne's Institute for Trade Fair Management and is jointly organised with UFI – the Global Association of the Exhibition Industry. The event is hosted by Koelnmesse. It caters to the middle and upper management of the exhibition industry and serves as a meeting place for the international trade fair industry. Lectures and workshops are held in English.

The Institute for Trade Fair Management was founded in August 1999 in cooperation with Koelnmesse as part of the Faculty of Economics and Social Sciences; lectures commenced in the summer semester of 2000. It offers students of higher education practice-oriented lectures and courses on the trade fair industry. In doing so, the institute prepares them for a career in the trade fair industry in the best possible way.

8th ISU, 8 - 10 June 2016 in Cologne / Early Bird rates until 10 April, 2016.

 <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <h1>International Summer University</h1> </div> <div style="text-align: center;"> <p>for Trade Fair Management Cologne, 08th – 10th June 2016</p> </div> </div> <p style="text-align: right;">www.tradefair.uni-koeln.de</p>			
<h3>Introduction</h3> <p>The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 350 exhibition professionals from 40 different countries participated in the past seven ISU editions.</p> <p>The ISU is targeted at the middle and higher management of companies in the trade fair and exhibition industry. At the ISU 2016 academics and managers from adjacent industries will discuss, develop and learn about the customer journey of the trade fair industry. The conference language is English.</p>	 <p>"ISU is a great opportunity to gain vision and connect with leaders from the industry at an international level, while sharing experiences and good practices and learning from excellent speakers about actual topics that touch our industry."</p> <p>Clara Henriquez, Business Platforms Director, Inexmoda, Colombia (Participant of ISU 2015)</p>		
<h3>Your Benefits</h3> <ul style="list-style-type: none"> ✓ Unique mix of theoretical aspects and industry case studies ✓ Unconventional thinking is encouraged ✓ Prestigious certificate <p>For questions or further information please contact isu@ufi.org or go to our website www.tradefair.uni-koeln.de</p>	 <h3>Comments on the Last ISU</h3> <h3>Four Reasons to Participate</h3> <ol style="list-style-type: none"> 1. Gain an overview of present market trends in the trade fair industry: Lectures, workshops and case studies, moderated by top executives and recognized university professors, will ensure interactive and high-level discussions. 1. Think outside the box: Visionary sessions with lateral thinkers allow discussions of unconventional ideas. 2. Enrich your business network: Social events provide opportunities for networking activities. 3. Prove your competence: You will receive a personal certificate signed by the responsible university professors and by the UFI President. 		
<p>organized by</p> 	<p>in cooperation with</p> 	<p>hosted by</p> 	<p>Supported by</p> 

UFI Marketing Committee Meeting

During its last meeting in Milan, the UFI Marketing Committee finalised the questionnaire for its survey on mobile marketing. The survey was closed at the beginning of December and the results will be presented by the Marketing Committee Chair Christian Glasmacher during the Open Seminar Asia in Chiang Mai (25 - 26 February 2016).



Photo from left to right: Serguei Trofimov, RESTEC Exhibition Company; Eleonora Robuschi, UFI and Holger Feist, Messe Muenchen.

Another important project of the Marketing Committee is the annual UFI Marketing Award. Applications for this award on “Brand new brands – success story of launching new shows” will be possible from the end of January. You will find more information soon on the UFI website. Last but not least, the committee is actively working on the programme for the next Open Seminar Europe in Basel in June 2016. “During our meetings we have been working on identifying the hot topics of the industry and campaigning them into a thrilling programme,” says Christian Glasmacher. So stay curious and watch out for more information in February 2016.



UFI Marketing Award 2016

Brand new brands
Success stories for the branding of new shows

award@ufi.org
www.ufi.org/marketingaward

View page 22 for more information about the 2016 UFI Sustainable Development Award.

UFI supports industry talent development

During the 82nd UFI Congress in Milan, the importance of getting the right people into our industry was a hot topic. The exhibition industry has to make sure that young people are enthusiastic about a career in our industry.



Photo: Prof. Jörg Beier and Rowena Arzt with students of the 5th Semester MKE group DHBW Ravensburg.

Therefore, UFI is proud to have a longstanding partnership with DHBW Ravensburg, a German university whose dual approach combines study and work experience. About 1000 students have completed their studies in Exhibitions & Event management there since 1997. Studying at the DHBW is special since the students also work in parallel with an exhibition or event company, allowing them to apply their new knowledge directly. For exhibition companies it means having young, highly motivated staff members who are further developing their competencies while they work.

“UFI is happy to support the DHBW with guest lectures touching international aspects of exhibition and event management,” says Rowena Arzt, Director of Business Development. “It is for us also a perfect opportunity to discuss with the next leadership generation their perception of the exhibition industry and to get input from future exhibition and event organisers.”

Call for entries

UFI Award Competition 2016

As an association, UFI aims to offer platforms for sharing best practices and honouring outstanding activities in our industry. This is reflected in UFI's prestigious award programme with a history of almost ten years.

UFI offers awards in the following five categories:

- Education
- Information and Communication Technology
- Marketing
- Operations & Service
- Sustainable Development

Furthermore, UFI is a co-organiser in the annual International Fair Poster Competition for exhibition posters.

We believe that sharing experiences and successful approaches will strengthen our industry and assist in developing new ideas. Therefore, UFI shares the winning posters at various UFI events, including the annual UFI Congress and specific Focus Meetings.

UFI Awards are run by UFI Thematic Working Committees consisting of experts who identify the hot topics in each area of our industry.

Tempted to take part?

Choose a category:

- Education
- Information and Communication Technology
- Marketing
- Sustainable Development
- Poster

Visit our website to view participation criteria;

Select your award winning project;

Submit your entry;

Win an 2016 UFI Award!

For questions on UFI's Award programmes, please contact award@ufi.org.



UFI Education Award 2016

Fit for the Future
How to prepare your future leadership

ufi The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/educationaward

Apply until 25 February 2016



UFI Technology Award 2016

Sponsored by: 

Digital Innovation
What will be our tools for the future?

ufi The Global Association of the Exhibition Industry

ictaward@ufi.org
www.ufi.org/ictaward

Apply until 25 February 2016



UFI Marketing Award 2016

Brand new brands
Success stories for the branding of new shows

ufi The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/marketingaward

Deadline to be confirmed



UFI Sustainable Development Award 2016

Best actions to engage participants around sustainability

ufi The Global Association of the Exhibition Industry

sdaward@ufi.org
www.ufi.org/sdaward

Apply until 29 January 2016



International Fair Poster Competition
Category 1: Generic Poster
Category 2: Event Posters

Apply until 10 June 2016



EEIA: News from Brussels

Personal Data transfer from EU to USA

Collection and protection of customer data and its appropriate use is key for our business.

Transfer of such personal data between the EU to the US is no longer legal, and rules are unclear since a Judgment by the European Court of Justice in Case C-362/14 (Schrems) on 6 October stated that the Safe Harbour arrangement can no longer serve as a legal basis for transfers of personal data to the US. It underlined the importance of the fundamental right to data protection, including where personal data is transferred to third countries.

The Commission has issued guidance on the possibilities of transatlantic data transfers following the Schrems ruling until a new framework is put in place. The Commission's explanatory communication analyses the consequences of the judgement and sets out the alternative mechanisms for transfers of personal data to the US. The Commission will also continue to work closely with the independent data protection authorities to ensure a uniform application of the ruling. Following the Court ruling the Commission has stepped up negotiations with the US on a renewed and safe framework on transfer of personal data. The objective of the Commission is to conclude these discussions within three months.

Find all details [here](#).

European Union Digital agenda and action

Advances in digital technology are fundamentally transforming personal interaction, society and business, and the European Union is addressing these changes with its Digital Market strategy.

Today, 315 million Europeans use the internet every day. Europe's Digital Market is made up of national online services (42%) and US-based online services (54%). EU cross-border online services represent only 4 % of this market.

The EU Commission estimates that a Digital Single Market could create up to €415 billion in additional growth, hundreds of thousands of new jobs, and a vibrant knowledge-based society. It aims to eliminate obstacles to unlocking this potential.

The Digital Single Market strategy very generally aims to open up digital opportunities for people and business and enhance Europe's position as a world leader in the digital economy.

It is built on the following three pillars:

1. Access: better access for consumers and businesses to digital goods and services across Europe;
2. Environment: creating the right conditions and a level playing field for digital networks and innovative services to flourish;
3. Economy and society: maximising the growth potential of the digital economy.

Recently, the EU has secured an agreement to end roaming surcharges and fully established net neutrality rules. It will continue its drive to reform Europe's telecoms legislation, improve cyber security and promote the free flow of data. There will be initiatives to tackle unjustified geo-blocking, to reform Europe's rules on copyright, to ensure cross-border portability of online content.

2016 will see initiatives on many other key work areas, following a comprehensive analysis based on views gathered from various consultations.

This public consultation on the regulatory environment for platforms, online intermediaries, data and cloud computing and the collaborative economy is open until 30 December 2015 and can be [accessed here](#).

Grants and tenders will support the needed transformations in all areas. Here is one interesting call currently open: The 2015 CEF Telecom calls will award up to €45.6 million in the [form of grants](#).

For any questions please contact barbara.weizsaecker@exhibition-alliance.eu.

Latin American Chapter update

Members in Brazil and Mexico - please help!

Our next “Global Exhibition Barometer” report will be published in January 2016. This will be the 16th edition of the twice-yearly reports which give regular updates of the industry exhibition industry. (Please see the last edition from [July 2015 here.](#))

In our meetings in Milan, Mexico and Brazil one topic keeps coming up - the need for better data and research from Latin America and Brazil. So we would like to take the first step by providing separate data for Mexico and Brazil in each edition of the Barometer in future. We currently show this for several countries, examples of which you can see on pages 14 - 20 of the latest report. This initiative is supported by AMPROFEC & UBRAFE; we will present the results at each of our future meetings, which we will hold yearly in both Mexico and Brazil.

Please help us! The questionnaire takes only a few minutes. Your response will be consolidated with others, and treated in a strictly confidential manner.

You should have already received an email about it this week (or your organisation’s main UFI contact). If you have not, please email Christian chris@ufi.org or Nick nick@ufi.org who will send you the questionnaire (in Spanish and Portuguese). The final deadline for replies is Tuesday 15th December.

Thank you very much! Muito obrigado! Muchas gracias!

Hidden dynamic markets



During the 82nd UFI Congress in Milan, the importance of getting the right people into our industry was a hot topic. The exhibition industry has to make sure that young people are enthusiastic about a career in our industry.

In 2015 advertisers across the globe are estimated to spend just under \$600 billion* — up 6% year on year. The U.S. remains the main advertising market worldwide, followed by China, Japan, Germany, and the U.K. I’ve seen many companies throw their marketing dollars into these well-served rings. I can’t blame them. But the world is vast, and there are many countries that have yet to garner the attention they deserve. Here are four under-served markets that I think marketers should be tapping into:

- 1. Indonesia:** Indonesia’s consumer market is set to surpass South Korea’s by 2020 and Indonesia is set to be the 14th largest economy in the world by 2020.
- 2. Malawi:** Malawi is the fastest-growing consumer market on the globe - in 2014, its consumer spending grew an estimated 18.2 percent.
- 3. The Philippines:** In 2006, the Philippines and Denmark had consumer markets that were the same size. By 2012 the Philippines’ market had grown 23 percent larger. It’s expected to increase by another 45 percent by 2020.
- 4. Thailand:** Thailand ranked No. 26 out of 189 economies in the World Bank’s Ease of Doing Business 2015 report. In 2013, it had an average consumer expenditure of about \$17,000 per capita. These four markets aren’t ones that marketers traditionally look to first when expanding globally. But who knows? By looking outside your usual sphere, you may uncover a gold mine of opportunity.

News updates from our media partners

CCPIT WILL HOST B20 SUMMIT



On 14 November local time, one day prior to the G20 summit in Antalya, Turkey. On the transfer ceremony, Jiang Zengwei, president of CCPIT, received the USB containing information of the B20 conferences. For the first time, China will host B20 summit in 2016. [Link](#)

SWEDISH EXHIBITION & CONGRESS CENTRE REVEALS EXPANSION PLANS



The Swedish Exhibition & Congress Centre has discussed plans to increase its capacity to create new experiences for Gothenburg residents and out-of-town visitors. [Link](#)

WTM LATIN AMERICA ON ITS WAY



Companies and destinations confirm their attendance for WTM Latin America, Sao Paulo, 29-31 March 2016 (in Spanish) [Link](#)

LEADING EVENT RESEARCH PROVIDERS TO PARTNER IN US MARKET



Global exhibition research providers Explori are to partner with number-one US-based research consultancy Exhibit Surveys. [Link](#)

APEX-BRAZIL PROMOTES BRAZIL ABROAD



The Brazilian Agency for Export and Investment Promotion (Apex-Brazil) continues with its mission to improve and open new areas of trade relations between Brazilian businessmen and other nations. [Link](#)

INDUSTRY'S EXHIBITOR RETENTION RATE AND SPACE SALES SOLID IN 2015



Exhibitors by and large remained loyal to trade shows and did not cut back on booth space, according to a new survey that showed retention rates for both exhibiting companies and exhibit space sales were greater than 75% this year. [Link](#)

IAEE'S EXPO! EXPO! ANNUAL MEETING & EXHIBITIONS BREAKS ATTENDANCE, SHOWFLOOR RECORDS IN BALTIMORE



Besides all-time high attendance, the showfloor at the Baltimore Convention Center also broke records, with 269 companies on a 41,000 net square foot showfloor. [Link](#)

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

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