

## The leaders of the global exhibition industry to meet in Munich for the Global CEO Summit

- Sold out Summit to cover the influence of money markets and digital players, globe trotting and global expansion and current economic issues
- The year's most important global CEO event for the exhibition industry is jointly organised by UFI and tfconnect

Paris: 26 January 2016

Jointly organised by UFI and tfconnect, this year's Global CEO Summit will take place at the prestigious Bayerischer Hof Hotel in downtown Munich from Tuesday 2 - Thursday 4 February 2016. Chaired by Russell Taylor, CEO of the ITE Group, the conference will focus on the influence of money markets and digital players, on globe trotting and global expansion, as well as an expert session on big economic issues, and much more - all subjects that will strike chords in the hearts of many CEOs of our industry.

Kai Hattendorf, Managing Director of UFI commented: "We are very excited about this year's Summit and about bringing it to Germany for the first time ever. The Summit serves as a great occasion for the global community of C-level leaders from the exhibition industry to discuss the ongoing issues affecting our industry in a relaxed and confidential atmosphere, and this year's edition promises to be VERY interesting."

Julian Treasure, Master of Sound, will kick the Summit off to a strong start with an interesting perspective on the use of sound, especially in terms of branding. Julian specialises in helping businesses design sound environments that increase sales and customer satisfaction in retail, hospitality, events and in the workplace.

Prof. Dr. Clemens Fuest, President of the Centre for Economic Research, will then take a close look at current big issues around the world in both leading and emerging markets affecting today's economy.

Kevin Keck, founding Partner, Phoenix Equity Partners and Andrew Tisdale, Managing Director, Providence Equity will evaluate why Private Equity and digital players are looking at and paying higher multiples to invest in the event space!

Klaus Dittrich, CEO of Messe München International and hosts of the Summit's Gala Dinner at the local Bavarian style Käfer Alm, will talk about the Messe München global strategy, presenting a case study on the global expansion of the BAUMA brand, the leading trade fair for construction and machinery.

Alison Berends, Reed Exhibitions' Corporate Marketing & Communications Director, and John Welsh, UBM's Managing Director of Digital & Content will follow with sound advice and detailed case studies on how to monetize the digital offering.

The day will wrap up with an exclusive preview of the results of the latest global UFI Global Barometer survey conducted in December 2015, outlining the overall trends in turnover and operating profits worldwide, and highlighting key issues facing exhibition businesses today.

On Day 2, the delegates will break out into groups to travel the world: Asia, the Middle East and the USA. Key actors, namely Simon Foster, CEO of UBM Americas, Chris Hudson, President Energy of dmg events, Richard Hease, Chairman of Turret Middle East, Michael Duck, Executive Vice President of UBM Asia and Rajan Sharma, Director of Inter Ads Exhibitions Pvt. Ltd. will lead the discussions.

"Where are you going with our money?" will conclude the programme. Having heard from the money men on their investments in our industry during day one, two of the CEOs entrusted with that money will provide their insight on what is really happening.

Renaud Hamaide, CEO of Comexposium and Russell Wilcox, CEO of Clarion Events, will look at where their organisations are a year after those deals, why they are where they are and where they are going.

Trevor Foley, Managing Director of tfconnect added: "We're sold out - again! Now we can look forward to our high energy mix of high level content, with plenty of enjoyable & informal networking."

Accompanying material:

- Global CEO Summit logo

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*About UFI - The Global Association of the Exhibition Industry*

*UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI represents over 684 member organisations in 83 countries around the world.*

*Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

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*About tfconnect*

*Built upon Trevor Foley's extensive network and long-standing relationships across the global events industry, tfconnect is a strategic partner for organisers, venues and suppliers. At its core, tfconnect is both an event organiser and a unique, specialist, global network of talent, connecting senior players in the industry with top-level roles, building teams and matching events professionals to the right businesses – from sales execs, to Event Directors, to CEOs.*

*Working as a partner and with a quality over quantity approach – tfconnect specialises in hard-to-find senior and international talent. tfconnect is currently engaged with over 30 clients, working on roles across 20 different countries. tfconnect also connects event businesses with range of hand-picked services to help them grow both their events and revenue – including big data insights, insurance products, consultancy and social marketing technology.*