

# UFI Info

March 2015



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Due to repairs following serious flooding in December, the UFI headquarters in Paris (Levallois-Perret) will be closed for renovation for three weeks from Monday 23<sup>rd</sup> March 2015 onwards.

Arrangements have been made for the team to continue working and you will be able to reach us on our usual telephone number, and of course, via email. Thank you in advance.

UFI Diamond Sponsors

UFI Media Partners



## Calendar of UFI events and meetings 2015

\*Open to UFI member only

\*\*By invitation only

Meeting	Date	Venue
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 European Chapter Meeting	16 June	Istanbul (Turkey)
UFI Marketing Committee Meeting	18 June	Istanbul (Turkey)**
UFI Education Committee Meeting	18 June	Istanbul (Turkey)**
UFI Executive Committee Meeting	10 – 11 September	Milan (Italy)**
UFI 82 <sup>nd</sup> Congress	4 – 7 November	Milan (Italy)*
UFI HR Manager Meeting	10 December	Milan (Italy)*
UFI Education Committee Meeting	11 December*	Milan (Italy)**

### UFI supported events

SISO CEO Summit	13 – 16 April	Kiawah Island, SC (USA)
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### UFI education events

UFI Webinar	7 April	(online)
UFI Webinar	28 April	(online)
UFI-EMD – Exhibition Management Degree	May – August	(India)
International Summer University	24 – 26 June	(Germany)

# Welcome

## Dear UFI members, dear colleagues

With our diverse membership spread around the world, we at UFI are even more dependent upon the services of our secretariat than most associations.

We are lucky to have a great team in Paris, Sharjah and Hong Kong. Having had the chance to work closely with them as a member of the Executive Committee and now as UFI President, I can tell you that they work really hard on your behalf.

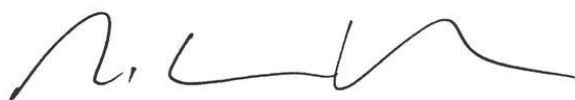


As many of you will have seen, either from my letter to members or from reports in the industry media, our Managing Director, Paul Woodward, has decided to step down from his position at the end of this year. I shall personally be very sorry to see him go. He has made a significant contribution to raising our global profile, launching a number of important new activities for us around the world and I very much enjoy working with him.

We will be parting company at the end of this year after the Milan Congress on the best of terms. As some of you have asked me about this, I want to reassure you that Paul really is just planning to take more time for family and personal interests. I'm sure you will all join me in thanking him for his hard work for UFI over the past five years.

Of course, this leaves us with the challenge of finding a replacement. The Executive Committee has tasked the "Presidential Trio" to act as a task force to oversee this process. We want to ensure that the search is independent, transparent and managed to the highest professional standards. So, we have appointed the leading international firm Heidrick and Struggles to assist us in this process. A partner in their Paris office, Didier Bonnefoy, is leading this and you can contact him directly ([dbonnefoy@heidrick.com](mailto:dbonnefoy@heidrick.com)) if you have any suggestions or would like more information on the job.

I will keep you informed as we come to the conclusion of this process, hopefully around the middle of the year. Rest assured that I and the other Trio members will take seriously our task of doing our best to find a good successor to Paul. In the meantime, he will be working harder than ever to carry our message around the world, build up membership and launch a number of exciting new initiatives we have been planning.

A handwritten signature in black ink, appearing to read 'A. López-Valderrama', written in a cursive style.

Sincerely,  
**Andrés López-Valderrama**  
UFI President



## Getting the word out

UFI does a lot. Whether it's the events we organise, the committee meetings, the research, the education, the lobbying or the promotion, there is always a huge amount of activity coming from UFI's members and the teams in Paris, Sharjah and Hong Kong. One of our biggest challenges has always been to make sure that you and others in the industry know all about that. At the same time, we are tasked with trying to raise the profile of exhibitions among the broader business community, governments and next generation staff and customers.



It's a huge task. And, we have been very fortunate over the past decade to have Lili Eigl as our UFI Communications Manager. Lili has decided that the time has come to spend more time with her family and extend her already remarkable travel experiences. She has brought her diverse experience to bear on UFI with great energy and professionalism and we shall miss her, as will the editors she has cajoled into writing well about our industry over the past few years.

I am very pleased, though, that we have been able to find a replacement for Lili from within the ranks of the UFI team. Many of you will have already met



Angela Herberholz who joined us about a year ago to work with Rowena Arzt on education and other projects. As our new Marketing and Communications Manager, Angela will continue Lili's

work with the media and other communications channels as well as helping to implement an important project we have undertaken over the past few months.

When I first came to UFI, it was impressed upon me by many members that getting the word out about what we do is one of our biggest challenges. The world of communications has obviously changed hugely in recent years and we've been working with a specialist in this field, Simon Burton, to do a thorough review of what we're doing and what we should be doing in the future.

The good news was that Simon was impressed with how much we already manage to do with our relatively limited resources. But, as you would expect, he has helped us to map out a variety of new initiatives, particularly in digital communications channels, tailored to meet our broader strategic goals. You'll notice a slightly different look and feel to what we do and other, bigger changes in the coming months. Please let me or Angela ([angela@ufi.org](mailto:angela@ufi.org)) know if you have comments, suggestions or questions for us.

In the meantime, it's farewell to Lili for what we all know will be a very active retirement, and welcome to Angela in your new role.

Sincerely,  
**Paul Woodward**  
UFI Managing Director

## UFI Open Seminar in Africa

Four Seasons Resort  
(Morocco), Marrakech

23-25 March 2015

UFI Diamond Sponsors



Gold Sponsor



Host



Regional Host



**At the UFI Open Seminar in Africa, organised this year in Morocco, we expect UFI members from the Middle East, other parts of Africa, and Europe to join us.**

For those attending from the region, we hope that it will raise their awareness of best practise around the world in our industry, of new business

opportunities and, through active networking, the best people to be working with. New business very often emerges as a result of contacts made between people attending our UFI events. We are confident that this year's seminar will be no exception.



@UFILive #ufimarrakech

Online registration and complete programme at: [www.ufi.org/marrakech2015](http://www.ufi.org/marrakech2015)

## UFI Open Seminar in Africa Speaker



**Introduction by the  
Seminar moderator**

**Paul Woodward**  
UFI Managing Director



**Overview of the current  
exhibition industry in Morocco  
and future projection**

**Aziz Alami Gouraftei**  
Director General, Office of Fairs and  
Exhibitions of Casablanca – OFEC –  
(Morocco)



**Welcome remarks**

**Dr. El Hassan Hzaine**  
Director General, Islamic Centre  
for Development of Trade  
(Morocco)



**South Africa – a launchpad  
into Africa’s exhibition  
industry**

**Craig Newman**  
CEO, Expo Centre Johannesburg  
(South Africa)



**Exhibition industry  
challenges and opportunities  
in Tunisia and the Maghreb  
countries**

**Bisma Hmaid**  
Consultant and Marketing  
Manager, Global Exhibition  
Corporation GECO EXPO  
(Tunisia)



**Succeeding in an increasingly  
competitive environment**

**Jochen Witt**  
CEO, jwc (Germany)



**Case study: adapting  
exhibition business in hard  
times - the Libyan  
perspective**

**Damian Casapinta**  
Operations Manager, ATEX (Libya)



**Worldwide export of  
international brands –  
experiences and strategy**

**Dr. Andreas Gruchow**  
Member of the Managing Board,  
Deutsche Messe AG Hannover  
(Germany)



**Winning the fight for the  
digital generation in the  
exhibition industry**

**Gnosoulla Tsioupra-Lewis**  
Senior Vice President, People &  
Culture, UBM Live (UK)

## 10<sup>th</sup> edition of the Meeting of the Trade Fairs and Events Sector (ESFE) in Brazil



**UFI Managing Director Paul Woodward attended the 10<sup>th</sup> edition of this leading industry event which was held on Tuesday 10<sup>th</sup> February in the Golden Hall of the WTC Events Center, in Sao Paulo. Organized by Radar Group Communication, the one-day event attracted nearly 800 leaders linked to business tourism, exhibitions and events.**

Paul led the first panel entitled "Innovation and Results"



President of Reed Exhibitions & the Council of SPCVB.

and was joined for the debate by Armando Arruda Pereira, President of UBRAFE; Ligia Amorim, Managing Director of NurnbergMesse Brasil & Vice-President of the UFI Latin America Chapter; Sergio Pasqualin, Director of the Expo Center Norte and the Brazilian Academy of Events; and Juan Pablo Vera,



Following the meeting, Paul commented: "As the largest exhibition market in South America, Brazil is always an important focus of UFI's attention as we continue to develop our presence in the region. With global growth slowing, our members there tell us that they're focusing on trying to deliver better quality events and a clearer ROI to their customers. It's a very competitive market and, with GL Events' redevelopment of the Immigrantes centre into the new São Paulo Expo under way, venue constraints are en route for being relieved. So, the next 2 – 3 years will be a critical time for shaping the future of the exhibition business there".





## EEIA News from Brussels

**Among the priorities of the European Union policy under the new Commission are jobs, growth and investments with a clear focus on the potential of SMEs.**

There are many support tools and projects in place on all levels addressing SMEs, the main customer group of our exhibitions. EEIA has been lobbying to include exhibitions and trade fairs more systematically into all EU initiatives and programmes, especially to those directed to SMEs.

We pinpoint here an upcoming Mission for Growth connected to a trade fair in Taiwan and an interesting call for proposals about sectorial clusters going international. Furthermore, two useful links to portals that will facilitate easy background research and access to customers and cooperation partners.

### EU funding – call for proposal “Cluster Go International”

**The main objective is to intensify cluster and business network collaboration across borders and sectoral boundaries and to support the establishment of European Strategic Cluster Partnership to lead international cluster cooperation in fields of strategic interest – notably in support of the development of emerging industries.**

The action focuses on the promotion of cluster internationalisation where interested consortia have the opportunity to develop and implement a joint internationalisation strategy and support SME internationalisation towards third countries beyond Europe. The action will be implemented by consortia and cluster organisations and/or business networks. The partnerships are expected to develop a joint "European" strategic vision with a global perspective and common goals towards specific third markets. Applicants are cluster and business network organisations registered or planned to be registered on the European Cluster Platform. If you are looking for partners to apply to this call, you may use the Cordis database to contact your nearest Enterprise Europe Network member.

The deadline for submission is 17 April 2015.  
Detailed information:

<http://ec.europa.eu/easme/en/cos-cluster-2014-3-03-cluster-go-international>

### SME Internationalisation Portal

**Another source of information addressing SMEs that wish to extend their business to markets beyond the EU is the SME Internationalisation Portal.**

A key component of the Portal is a database giving EU SMEs access to the broad range of existing public services and service providers, both locally and in international growth markets. We recommend that national exhibition associations introduce their data here to enhance visibility for trade fairs and exhibitions:

<https://webgate.ec.europa.eu/smeip/>



## Upcoming Mission for Growth to Taiwan

**An EU Mission for Growth to Taiwan will travel to Taipei, Taiwan from 3-5 June 2015, in parallel to the ICT exhibition COMPUTEX.**

The delegation of the EU consists of representatives of business associations and entrepreneurs. The Mission aims at fostering industrial cooperation and identifying business opportunities – focusing mainly on ICT. The group will meet with key industry leaders, policymakers and local entrepreneurs. Furthermore, a briefing meeting with the Taiwan External Trade Development Council (TAITRA), a matchmaking event and a visit to the Hsinchu Science Park are planned. It also includes a visit to COMPUTEX. The participation in this Mission for Growth is free of charge, participants are responsible for their flights and accommodations expenses. The deadline for registration for this Mission is 17 April 2015.

[http://ec.europa.eu/growth/industry/international-aspects/missions-for-growth/additional/index\\_en.htm](http://ec.europa.eu/growth/industry/international-aspects/missions-for-growth/additional/index_en.htm)

## European Small Business Portal

**This portal gathers all the information provided by the EU on and for SMEs, ranging from practical advice about finance, investment, HR, innovation, R&D, support services to policy issues like EU SME policies, statistics and EU funding.**

For business outside the EU, it provides extensive lists and links about market access, trade barriers and customs provisions as well as all EU related support programmes. It represents a comprehensive information tool also interesting for our industry:

[http://ec.europa.eu/small-business/index\\_en.htm](http://ec.europa.eu/small-business/index_en.htm)

## UFI and Social Media



UFI Blog



UFI Facebook Page



UFI Twitter



UFI Picasa Picture Gallery



UFI LinkedIn Groups

[UFI Members Group](#)

[UFI Education Group](#)

[UFI Technology Group](#)

## UFI Awards underway



### Implementing sustainability in the value-chain can be money saving!

Implementing sustainability usually involves taking into account the entire value chain. Innovative sustainable actions can lead to cost-savings. In order to promote both of these aspects, UFI has identified “Innovative cost-saving in the value chain” as the theme of the 2015 Sustainable Development Award which was launched in January 2015.

Following the first round of the competition 2 finalists, Marina Bay Sands (Singapore) and UBM EMEA (UK), have been chosen to move on to the final round selection and the winner will be announced in April.

### Finalists chosen for 2015 UFI Education Award

Earlier this month, the Education Committee met in Cologne to choose the finalists among all entries of the 3<sup>rd</sup> UFI Education Award Competition: “Best Education Initiative of the Year”. Applicants were asked to submit programmes for educational and/or vocational purposes related to the exhibition industry targeting current employees, future staff or personnel of any contracted service partners. All applications display great projects and show outstanding results, thus the jury’s decision was not an easy one. Following the first round of the competition, UFI is pleased to announce that the Cape Town International Convention Centre (South Africa), Fiera Milano (Italy) and Stockholmsmässan (Sweden) were chosen to move to the final round.

1. Sustainable Development Award “Innovative cost-saving in the value chain”
2. Education Award “Best education initiative of the year”
3. Operations Award “Innovative Catering Concepts for the Exhibition Industry”
4. Marketing Award “Personalized Marketing: Identify – Differentiate – Interact - Customize”
5. International Fair Poster Competition “Exhibition Event Posters”



### UFI Education Committee

From left to right: A. Herberholz, R. Arzt, S. Dorn, E. Baccini, J. Beier, B. Rosenbach, K. Juegel and I. Konetzny.

**The winner of this year’s Education Award Competition will be announced in July/August, after the finalists have presented their education projects to the jury on 18<sup>th</sup> June 2015 in Istanbul.**

### Creative Exhibition Industry

Open to all UFI members, this unique art-of-the-fair event has been organised by International Fair Plovdiv since 1997, and since 2003, partnered with UFI. Exhibition organisers are invited to participate in the 19th International Fair Poster Competition in Category 2 – Exhibition Event Posters.

All entries related to a specific exhibition will be displayed during the International Technical Fair 2015 in Plovdiv, Bulgaria later this year and assessed by an international jury comprising renowned graphic designers, UFI representatives, famous artists and exhibition industry experts. Submit your posters until 12 June 2015 and demonstrate how creative the exhibition industry really is.

Information about Participation Regulations can be on [our website](#).



@UFILive #ufiawards

## UFI London Catering Tour

ExCeL

London, United Kingdom

23-24 April 2015

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Hosted by



Supported by



UFI is offering a brand new meeting concept with the first ever catering tour where a traditional speakers' programme on innovative catering concepts will be complemented with practical experience of best practice in London.

During the event, participants can look forward to gaining insights into innovative catering approaches and will personally taste, experience and evaluate a variety of exciting catering options, learning more about catering systems. The guided tour will take you to a number of different and exciting catering operations in London. Besides healthy fast food, the tour guides will take participants to innovative street food concepts, a food market and restaurants. Look forward to be inspired by a taste of London!

The meeting will start in the afternoon of the 23 April in ExCeL with a presentation by KP Kofler, a renowned catering expert providing food concepts on an international level. After his presentation, Amsterdam RAI (Amsterdam), SUNTEC (Singapore) and ExCeL (London) will pitch for this year's UFI Operations and Services Award on innovative catering concepts. The meeting participants will be part of the jury to choose the winner. ExCeL will offer the delegates a venue tour before leaving for the dinner at a unique destination.

The tour itself will be organised in small groups guided by experts. F&B professionals in exhibition organisations will find this to be a valuable opportunity to learn the latest trends and to share ideas with colleagues from around the world. For more information, please see [www.ufi.org/london2015](http://www.ufi.org/london2015)



**Opening of the meeting by the moderator**

**Stefan Eckert**  
Senior Vice President,  
Koelnmesse GmbH, Cologne,  
Germany

**Catering Tour  
Departure from the APEX CITY  
hotel to a selection of catering  
outlets / restaurants in the  
centre of London**



**Catering trends in the  
exhibition industry and for  
events business**

**Mr. Klaus Peter Kofler**  
CEO Kofler & Kompanie, Berlin,  
Germany



**Sebastian Herrmann**  
Prokurist and share holder,  
Reisner & Frank GmbH, Germany



**Workshop: preparation of the  
catering tour the  
following day**

**James Hacon**  
Managing Director, Elliotts  
Agency London, United Kingdom



**Andrea Müller**  
Senior Consultant, Reisner &  
Frank GmbH, Germany



**Juri Reisner**  
Managing Director, Reisner &  
Frank, Germany



**Nim Nandhe**  
Elliots Agency, UK

# Electronic Arts to Strengthen ISU 2015's Panel Discussion

Another top-class expert confirmed his appearance at the 7<sup>th</sup> International Summer University for Trade Fair Management (ISU) from June 24<sup>th</sup> to June 26<sup>th</sup> 2015 in Cologne/Germany: Jens Kosche, Managing Director Germany & Austria at videogame giant Electronic Arts will enrich this year's panel discussion on the last day of the conference.

Alongside Werner Delfmann (University of Cologne), John Welsh (UBM EMEA) and Rowena Arzt (UFI-The Global Association of the Exhibition Industry) Jens Kosche will present the exhibitor's perspective on this year's theme "Embracing the Digital – Exhibition Industry 4.0?".

Kosche has been working for Electronic Arts since 2003 and was in charge of the sales department for Germany and Austria before being appointed Managing Director in 2014.

Each day the ISU structure will provide a different approach to the main event theme. On June 24 lectures and workshops will take a look at trends in



**International Summer University**  
for Trade Fair Management  
Cologne, 24<sup>th</sup> – 26<sup>th</sup> June 2015  
[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)

**Introduction**  
The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 300 exhibition professionals from 40 different countries participated in the past six ISU editions.  
The ISU is targeted at the middle and higher management of companies in the trade fair and exhibition industry. ISU 2015 - Embracing the Digital – Exhibition Industry 4.0? will discuss challenges and opportunities of digitalization for the trade fair industry. The conference language is English.

**Comments on the Last ISU**  
"I highly appreciated the variety of subjects dealt with at the ISU. It was a great opportunity to look at the innovation process from different angles."  
Dedler Peter,  
Managing Director Trade Fairs & Consumer Shows,  
MCH Group, Switzerland  
(Participant of ISU 2013)

**Selected Speakers of ISU 2015**

 Simon Burton CEO, Exposure Communications	 Walter M. S. Yeh Executive Vice President, TAMTRA
 Karl-Heinz Land Inhaber – Digital Issues & Transformation	 Prof. Dr. Michel Clement Chair at the Institute for Marketing and Media, University of Hamburg

**Four Reasons to Participate**

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.

For questions or further information please contact [isu@ufi.org](mailto:isu@ufi.org) or go to our website [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)

organized by  in cooperation with  hosted by  supported by 

digitisation, followed by best practice solutions the next day. The last day of ISU 2015 will take a close look at future trends and the challenges posted by digitisation to the trade fair business.

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)

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

 @UFILive #ufiisu15



## New design = new promotional opportunities

We hope you like our updated design of UFI Info. However we are not stopping here – in the coming months you will see an updated design for all of our marketing and communications, including all our emails and a brand new website this year.

This means is that it will now be possible for members to use UFI's communications to gain additional visibility. Please contact Nick [nick@ufi.org](mailto:nick@ufi.org) to find out more.

## UFI EMD Bangalore, India

**In today's fast developing exhibition business, top managers stand out through sound strategic thinking and well-developed professional expertise. Participate in the upcoming UFI Exhibition Management Degree programme and improve your competitive position and upgrade your professional qualifications.**

The UFI-EMD programme is focused on the MICE industry and will provide you with the necessary know-how to successfully manage exhibitions, convention centres and conferences. The advanced training curriculum is structured to build upon the specific demands of the exhibition industry.

For industry newcomers, the UFI-EMD programme gives a comprehensive vision and detailed methodologies to drive their careers forward, while also providing a solid theoretical reference to exhibition industry professionals.

**Module 1: 18-23 May 2015 (BIEC)**  
**Module 2: June-July 2015 (online)**  
**Module 3: July-August 2015 (online)**  
**Module 4: 10-15 August 2015 (BIEC)**

Online registration is open until 17 April 2015. For more information on the UFI-EMD programme in Bangalore, India, visit our website: [www.ufi.org/emd](http://www.ufi.org/emd) or contact us at [emd@ufi.org](mailto:emd@ufi.org)

## UFI Open Seminar Europe - Istanbul

**This year the UFI Open Seminar Europe will take place in Istanbul from 15-17 June.**

"Competing for the marketing budgets – the future role of exhibitions in the marketing mix will challenge our minds during this event. We think that a) digitisation and b) generation Y entering the work force will strongly influence marketing concepts in the future. Therefore it is important to address this issue and to discuss the opportunities and challenges we see for our industry" explains Rowena Arzt, Business Development Director of UFI. The European Chapter, which is taking place at the occasion of this event, will focus on destination marketing concepts for the exhibition industry. Both topics complement one another well. The event will take place at the congress centre of the Hilton Bosphorus. Registration will be possible at the end of March. So look for more information at the end of the month on the UFI website or contact [events@ufi.org](mailto:events@ufi.org)



@UFILive #ufiistanbul

## First UFI Asian Golf Friendship Cup



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  
 TEA The Exhibition Association of Asia  
 TCEB Thailand Convention & Exhibition Bureau

Sponsored by  
 IMPACT

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

**As previously announced, we have launched a new golf event in Asia aimed at CEOs of organizers and venues.**

The first event this year is taking place in Bangkok immediately following the Hong Kong Seminar, from 14-16 March. With the support of our partners TCEB and the TEA, plus sponsors IMPACT, we will enjoy two days of top golf and networking. We expect between 30-40 golfers from Thailand and around the world.

## Webinars @ UFI



**Title:** Exhibition Industry Middle East/Africa  
**Date:** 7 April 2015  
**Time:** 11:00 CEST (Paris time)  
**Speaker:** Ibrahim Al Khaldi, UFI Regional Manager, MEA



**Title:** What the shift in demographics means to the exhibition industry  
**Date:** 28 April 2015  
**Time:** 14:00 CEST (Paris time)  
**Speaker:** Barry Siskind, UFI Community Manager

For any questions, please contact us at: [education@ufi.org](mailto:education@ufi.org)  
 We hope you can join our next UFI webinar: [www.ufi.org/edcentre](http://www.ufi.org/edcentre)

**With over 650 members we feel the need to share as much expertise as possible among industry professionals.**

UFI Webinars were created to make such global exhibition know-how available for everyone at any time. So far 17 webinars on various topics were captured and shared with you. All webinars are open to any employee of UFI member companies and can be accessed through the Education Centre free of charge. A computer, a good internet connection and 45 minutes of your time is all you need to participate in a UFI webinar.

### **UFI will continue its series of webinars:**

Hear from Ibrahim Al Khaldi, UFI Regional Manager, Middle East/Africa about the exhibition industry in the MEA from an expert in the region:

There is a continuous need to provide relevant and authentic exhibition industry information and data about the Middle East and Africa markets, to quench the thirst of both local and international researchers and marketers. Despite the fact that some information and data of specific countries are more highlighted and accessible than others, the overall picture of industry data of the whole region is blurry. Over the last 8 years, UFI MEA office could draw a rough map of the exhibition industry by producing a few reports tracing the facts on the ground in this part of the world, supported by numerous events and regional meetings that gave way to the industry information to show itself. In this Webinar, the UFI

MEA regional manager will share interesting information and experiences about the region, and welcome your questions too.

Date and Time: 7 April 2015 at 11:00 CEST

Discuss with Barry Siskind, UFI Community Manager what the shift in demographics means to the exhibition industry. It's a worldwide phenomenon – the demographics of exhibition visitors have changed. The cohort born between 1946 and 1964 is shrinking and being replaced by younger visitors (Generations X and Y) who have a very different perspective of exhibition attendance. This shift in demographics has a profound effect of how organisers, exhibitors, suppliers and sponsors attract and engage these various demographic groups. Using the research developed by the Center for Exhibition Industry Research (CEIR) the webinar will show participants how to:

- **Develop a clear understanding of the importance of matching planning and promoting to each specific group;**
- **Create a plan of action; and**
- **Uncover new ideas to share with exhibitors to ensure that visitors are engaged from the moment they enter the exhibition hall.**

Date and Time: 28 April 2015 at 14:00 CEST



@UFILive #ufieducation



## UFI Operations Meeting



Operations Committee members (from left to right):

A. Slotty (Messe Muenchen), JC. Gomez (IFEMA), R. Arzt (UFI), S. Eckert (Koelnmesse), A. Winckler (Messe Frankfurt), C. Sire (UFI), R. van der Heijden (Jaarbeurs), G. Lucchini (Fiera Milano).

The UFI Operations Committee met on 27 February in Munich to prepare the Catering Tour details and to select the three finalists of the 2015 UFI Operations & Services Awards. UFI is proud to announce that the finalists of this year's award are:

**Amsterdam RAI (Amsterdam),  
SUNTEC (Singapore) and  
ExCeL (London)**

All three are invited to present their comments during the UFI Catering Tour in London on 23-24 April in London. We look forward to welcoming at this event F&B specialists from exhibition companies.

## UFI ICT Meeting



From left to right;  
Rowena Arzt, (UFI)  
Régis Emmanuel Crouzet, (REC)  
Maria Martinez, (IFEMA)  
Matthias Tesi Baur, (MBB Media)  
Werner Krabec, (Messe Düsseldorf)  
Günther Dilly, (A. Sutter Fair Business)  
Stephan Forseilles, (Artexis - easyFairs Group)  
Pascal Bellat, (UFI)  
Ernesto Bonfanti, (Fiera Milano S.p.A.)

### UFI ICT Committee Meeting in Brussels How to connect the ICT experts?

During its meeting on 11 March 2015, the UFI ICT Committee discussed hot topics of ICT management in our industry. It is the aim of the committee to offer an online discussion platform for ICT experts. Pascal Bellat explains *"We have chosen LinkedIn as a well acknowledged networking and discussion platform. In the future, UFI members and non-members will be able to read regularly about various ICT topics for the exhibition industry in this forum. We would like to encourage ICT experts and interested specialists to join this group and to participate in the discussion. We believe that there is so much knowledge available in our network that we would like to offer additional channels for sharing it."*

The first contribution to the "UFI Technology Group" is planned for this summer. Stay tuned!

Furthermore, the ICT Committee clearly sees that digitalisation is a topic which will keep us all busy for the time to come. The committee as therefore appreciates the choice of subject for the ISU this year: Embracing the digital: the exhibition industry 4.0?

If you want to know more about the activities of the ICT committee, please contact **Pascal Bellat** at [Pascal@ufi.org](mailto:Pascal@ufi.org)