

UFI Info

July - August 2015



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UFI Info will take a summer break. The next edition will be shared in September 2015.



Calendar of UFI events and meetings

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Venue
UFI Sustainable Development Committee Meeting	9 July 2015	Video Conference
UFI Latin American Chapter Meeting	27 August 2015	San Luis Potosi (Mexico)
UFI Marketing Committee Meeting	4 September 2015	Stockholm (Sweden)
UFI Operations & Services Committee Meeting	8 - 9 September 2015	Milan (Italy)
UFI Executive Committee Meeting	10 - 11 September 2015	Milan (Italy)
UFI Education Committee Meeting	28 September 2015	Berlin (Germany)
UFI ICT Committee Meeting	28 September 2015	Munich (Germany)
UFI Executive Committee Meeting	4 November 2015	Milan (Italy)
UFI Board of Directors Meeting	4 November 2015	Milan (Italy)
UFI Associations' Committee Meeting	4 November 2015	Milan (Italy)
82nd UFI Congress	4 - 7 November 2015	Milan (Italy)
UFI HR Manager Meeting	10 December 2016	Milan (Italy)
UFI Marketing Committee Meeting	20 January 2016	St. Petersburg (Russia)
Global CEO Summit (GCS)	2 - 4 February 2016	Munich (Germany)
UFI Sustainable Development Focus Meeting	24 February 2016	Chiang Mai (Thailand)
UFI Open Seminar in Asia	25 - 26 February 2016	Chiang Mai (Thailand)
UFI Asia/Pacific Chapter Meeting	25 February 2016	Chiang Mai (Thailand)
UFI Associations' Committee Meeting	25 February 2016	Chiang Mai (Thailand)
UFI Marketing Committee Meeting	22 March 2016	Poznan (Poland)
UFI Executive Committee Meeting	20 June 2016	Basel (Switzerland)
UFI Board Meeting	20 June 2016	Basel (Switzerland)
UFI Associations' Committee Meeting	20 June 2016	Basel (Switzerland)
UFI Open Seminar in Europe	20 - 22 June 2016	Basel (Switzerland)

UFI education events

Meeting	Date	Venue
UFI-EMD – Exhibition Management Degree	July - August 2015	Bangalore (India)

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	3 - 6 April 2016	San Diego (USA)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear UFI members, dear colleagues

Life is full of surprises, and my year as President has been no exception. I didn't expect my role to include the important process of recruiting a new Managing Director of UFI.

However, as you all know, that is what we have had to do, and I am very pleased that we have been able to carry out this exercise successfully, in line with our original timetable.

I personally asked our current Managing Director, Paul Woodward, to reconsider his decision to step down. But once we had discussed that thoroughly and it was clear that he would not change his mind, I was keen that the process of replacing him should be undertaken in a manner that was open, transparent and professional. As each of us would in our own businesses, I wanted a process that was free from outside influence and that would generate the best possible candidate to take on the challenging task of leading UFI. I strongly believe that, in Kai Hattendorf, we have found such a candidate.

Fortunately, we probably had plenty of time for this process and were able to cast our net far and wide. As you are aware, we worked with an international executive search firm on this project, and they talked seriously to candidates from 15 countries in Europe, Asia, the Middle East and North America. I believe that we are fortunate to have been able to secure the services of an executive of Kai's calibre, and we all look forward to working with him in the years to come.

We are finalising the exact details, but our new Managing Director expects to come on board to work alongside Paul for some time before the UFI Congress in Milan and would then take over officially right after that event. In the meantime, I know that Paul and the entire UFI team will be working as hard as ever on the many tasks they have. Kai will be taking over an organisation moving at full speed.

I would like in particular to thank the UFI Executive Committee, which has the responsibility for appointing a new Managing Director, for its strong support. They tasked a Selection Committee comprising the current Trio and our newly-elected 2017 President, Andreas Gruchow, to lead the process. A particular thank you should go to my three colleagues in that group. Thanks also to Paul for his contribution in guiding the process. Finally, a thank you from me to Wolfgang Marzin, the CEO of Messe Frankfurt, Kai's current employers, for his very gracious support, and that of his colleagues, in supporting our choice of one of his senior management team to run our global association. This is much appreciated.

Sincerely,
Andrés López-Valderrama
UFI President

Disruption coming?



Two meetings over the past two weeks have continued the focus on digital disruption with which UFI kicked off the year in January at the Global CEO Summit. Our Open Seminar in Europe in Istanbul and the International Summer University just closed in Cologne both looked at how our clients are responding to the digital opportunity and how our events businesses will need to change to adapt to it.

We have, perhaps too comfortably, tended to 'declare victory' over the Internet and decided that it isn't going to be a threat to our industry. "People will always want to get together face-to-face", we comfort ourselves. This may well be true, just as it is true that people will always enjoy watching video programmes. But, just as young people no longer watch those programmes on TV which can, therefore, not fund its networks with advertising as it once did, so there are some serious threats looming to the way we do business.

One story in particular sticks in my mind. It comes, perhaps inevitably from China where the Internet+ concept has become a core focus of next generation business development. This essentially involves using digital media to facilitate other, possibly offline, business. In our industry, it means that Internet companies have begun to look at business events as interesting opportunities. It also means that they come to those events with no preconceptions about the accepted norms of our industry. So, welcome to a world where exhibition stands are given away for free in under-utilised venues. The organisers make money only when the

exhibitors make money. It's an event world equivalent of Google's "pay per click" and that's pretty terrifying for many who can't imagine a business model beyond the traditional \$, € or ¥ per square metre as our main source of revenue.

While not forgetting all the other things we can do to make our businesses better, it's clear to me that the high level strategic discussions we'll be having at the Congress in November will have to focus on potentially highly disruptive developments like this. Look out for more details on the Congress in our September edition of UFI Info, but the programme is already online and registrations for Milan have started. Check www.ufi.org/milan2015 for more information and keep an eye on [#ufimilan](https://twitter.com/ufimilan) on Twitter for regular updates.

There's no doubt, as many of our speakers in Istanbul concluded, that our digital future is full of exciting opportunities. It's also clear that it's a whole lot more than social media and CRM. What exactly it is though, we still don't know, and that's why you need to come to the UFI meetings over the next year or so to be part of the discussion and debate about what our future will look like. See you there.

Paul Woodward
UFI Managing Director



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Kai Hattendorf

selected to lead UFI

We are very pleased to announce that Kai Hattendorf has been selected as UFI's new Managing Director. Currently Vice President, Digital Business & Entertainment at Messe Frankfurt, he will join UFI this autumn and take over when the current Managing Director, Paul Woodward, steps down in mid-November.

Hattendorf was selected from a wide international field of candidates in a process led by UFI President Andrés Lopez-Valderrama and his Executive Committee, and supported by the international executive search firm, Heidrick & Struggles. Senior executives from over 15 countries around the world were considered for the position, which involves daily management of all UFI activities and responsibility for the teams working in its offices in Paris, Hong Kong and Sharjah.

Following the announcement to UFI's Board of Directors at its Istanbul meeting, Lopez-Valderrama commented: "I am personally very pleased with the quality of candidates we saw, and in particular that we have been able to recruit a senior executive of Kai's calibre to lead UFI. His experience at one of the world's leading exhibition companies and as a seasoned communications professional will be critical in leading UFI on to address the challenges and opportunities our industry faces."



Photo: From left to right: Kai Hattendorf and Paul Woodward at UFI Open Seminar in Europe, 2015.

Hattendorf said: "I'm looking forward to joining UFI later this year and to continue the great work Paul and the dedicated team have done in the past years. Change in the exhibition industry is accelerating. As the global voice of our industry, UFI is in a unique position to support its members all around the world in addressing these changes."

Hattendorf joins UFI from Messe Frankfurt Group where he has held various senior executive positions over the past years including overseeing trade shows, digital business, communications and marketing. His previous career includes leadership positions in marketing/strategic communications as well as strategy and product development in the ITC and media industry for Deutsche Telekom Group, dpa (the German Presse Agency) and a start-up. A journalist by education, Hattendorf has reported internationally and worked for the WDR and Radio Bremen broadcasters in Germany, the BBC in the UK, and the Voice of America. He holds a Masters degree from American University, Washington, DC. He also studied in Dortmund and Edinburgh.

Welcome to the UFI family!!

We have the pleasure to count these companies among our most recent members:

- Beijing Energy Conservation and Environmental Protection Center, Beijing (China)
- EDPA, Norwalk (USA)
- Egyptian Group for Marketing, Cairo (Egypt)
- Elan Events, Doha (Qatar)
- ExCel London, London (UK)
- Expo Center Norte, Sao Paulo (Brazil)
- Greenview, Singapore (Singapore)
- Grupo Radar, Sao Paulo (Brazil)
- IDRO International Trading Co., Tehran (Iran)
- Latinamerica Meetings, Mexico City (Mexico)
- Macau Fair & Trade Association, Macau (China)
- Milad Mobtaker Shargh Co., Tehran (Iran)
- Mir-Expo, Moscow (Russia)
- Snow Comms, Doha (Qatar)
- TCL (Halifax Convention Centre), Halifax (Canada)
- The NEC, Birmingham (UK)
- Transamerica Expo Center, Sao Paulo (Brazil)
- TSNN, Brookfield (USA)

UFI meets in Istanbul to review the future

The UFI Open Seminar in Europe brought together more than 180 industry leaders from across Europe and around the globe.

For those wondering about the future of exhibitions as a media in the marketing mix, the 2015 UFI Open Seminar in Europe was the place to be.



Photo: Panel discussion at UFI Open Seminar in Europe, 2015.

The Open Seminar in Europe programme invited delegates to observe presentations from industry specialists, challenge business experts on issues of shared interest to all exhibition organisers and engage in lively discussions.

The European Chapter meeting, which took place as part of this event, focused on destination marketing concepts for the exhibition industry. UFI's Board of Directors also met for its latest biannual meeting.

Andre Hoeben, Chief Operating Officer for Netherlands-based Gielissen Exhibition and Event Services, moderated the seminar and led two panel discussions at the heart of the programme. A look at digitalisation and its opportunities for the exhibition industry was provided by Nicklas Bergman, serial entrepreneur, technology investor and futurist. The panel discussion on marketing trends overall and exhibitor behaviour in particular evaluated whether practices are changing. In a presentation packed with practical tips, Dr. Holger Feist, Chief Strategy Officer, Messe München International, pointed out what trade fairs can learn from the digital development's effects on traditional media. Looking at exhibitions from a marketing agency's perspective, Jens Welin, Executive Vice President & Managing Director of Starcom, explained the important intermediary role that agencies play when advising their customers on face-to-face marketing tools. How should exhibition organisers spend their marketing budget in order to reach their attendees in the most efficient way, was a question that Eyal Knoll, Partner, jwc, responded to during his presentation.

Paul Woodward, Managing Director of UFI, commented: "We are very happy to be back in Istanbul. Turkey is an increasingly important market for the exhibition industry and is now one of UFI's top 10 member countries. As well as giving members and others a great opportunity to meet each other and develop new business opportunities, the event focused on a critical issue for the industry. There is a really strong need for serious and in-depth discussion about how we position face-to-face marketing in the face of radically changing digital challenges."



Photo: Networking dinner cruise on the Bosphorus

Industry experts benefited from many occasions to share information, exchange best practices and develop business opportunities during the event. UFI events are always appreciated for their exceptional networking environment, and the 2015 Open Seminar in Europe dinner cruise on the Bosphorus was certainly one of the highlights of 2015. As well as UFI's Diamond Sponsors, the Thailand Convention and Exhibition Bureau (TCEB) and GES, we are very grateful for the support of World Trade Center Istanbul (Gold Sponsor) and HKF Fuarcilik Trade Fairs (Silver Sponsor).

The UFI Open Seminar in Europe 2016 will be hosted by MCH Group Ltd. from 20 – 22 June in Basel, Switzerland.

More pictures are available on the [UFI website](#). The recorded speaker sessions can be soon viewed in the [UFI Education Centre](#).

European Chapter Meeting

Destination marketing for the exhibition industry

The European Chapter met in Istanbul on 15 June under the leadership of the Chapter Vice Chair Bekir Cakici, HKF Fuarcilik Trade Fairs (Istanbul, Turkey), and Dr. Rowena Arzt, UFI Director of Business Development. The focus of the meeting was “Destination Marketing for Exhibitions”.



Destination Marketing represents “...the process of communicating with potential businesses and visitors to influence their destination preference, intention to travel and ultimately their final destination for business and leisure activities” (Sustainable Tourism Online). In fact, Destination Marketing supports the closing of the gap between the identity of a city and the perceived image of that city.

Competition between destinations has seen a marked increase over the past 10 years. As more and more countries and cities are becoming aware of the importance of business destinations, professional associations have emerged to facilitate the services of such destinations on behalf of their respective countries and cities. However, compared to congresses, exhibitions are often taken for granted and therefore neglected when it comes to marketing support.

Participants of the European Chapter meeting were informed about some of the efforts already undertaken in Asia to position countries such as Singapore and Thailand as a destination for exhibitions. Mark Cochrane, UFI Regional Manager Asia/Pacific, presented research by BSG on the range of ways in which Asian convention bureaus approach the exhibition industry. Andrew Phua from Singapore Exhibition & Convention Bureau gave an insight into the strategy to position Singapore as an exhibitions hub and MICE destination. From a European perspective, the delegates gained creative ideas from the presentation of Boris Neisser & Vanessa Klein, Destination Duesseldorf, on their concepts for PROWEIN and DRUPACITY. Dr. Christian Glasmacher, Koelnmesse, presented Koelnmesse’s concept for Gamescom and how they extended the event into the city of Cologne.

The meeting closed with a workshop where participants discussed the following four questions:

- What do guest organisers expect from the venue management/cities in order to be successful?
- How to promote an event within a city?
- How to market guest events?
- What are the expectations of the attendees with regards to the venue/the city?



The Chapter members greatly appreciated the meeting format and the case studies. Certainly, there is a lot that the European exhibition industry can learn from the strategic approaches undertaken in Asia when it comes to destination marketing. How Europe will promote its USP as an exhibition destination in the future is a question set to keep us busy for years to come.



Feel free to continue the discussion with us on our UFI member [group on LinkedIn](#) and/or send your comments to Rowena Arzt: rowena@ufi.org.

UFI selects future President from Germany for 2016-2017 term

Andreas Gruchow, Member of the Board at Deutsche Messe AG



Photo from left to right: Andrés López-Valderrama, Executive President at Corferias and UFI President 2014-2015; Renaud Hamaide, CEO of COMEXPOSIUM and former UFI President 2013-2014; and Andreas Gruchow, Member of the Board at Deutsche Messe AG and UFI President 2016-2017.

At its meeting in Istanbul, Turkey, the UFI Board of Directors announced a new UFI Presidential Trio for the 2015-2016 term of office. The team will comprise:

- Sergey Alexeev (ExpoForum-International Ltd., Russian Federation), President 2015-2016;
- Andreas Gruchow, (Deutsche Messe AG), Incoming President;
- Andrés Lopez-Valderrama (Corferias, Colombia), Outgoing President.

This decision becomes effective at the conclusion of the 82nd UFI Annual Congress, held in Milan from 4 – 7 November 2015.

Andreas Gruchow has proved to be a major force within the UFI Executive Committee since joining it in 2011, and has been very much involved in helping to drive the overall strategy of the association.

Andrés Lopez-Valderrama, current UFI President, welcomed the election of Gruchow, saying: **“Andreas represents one of the world’s leading trade fair organisations and has played a very full and energetic role in his position as a member of UFI’s Executive Committee. We are all convinced that he will carry over this enthusiasm into his future Presidency of UFI in 2017 and, in the meantime, will provide great support to Sergey Alexeev during his Presidency next year. I look forward to working with both of them.”**



Photo from left to right: Andrés López-Valderrama; Andreas Gruchow; and Sergey Alexeev, Vice-President of ExpoForum-International Ltd., and UFI President 2015-2016.

As UFI Incoming President, Andreas Gruchow will work closely with the UFI President and Outgoing President as part of the Presidential Trio, managing the association at the highest level and making important decisions for the benefit of all UFI members.

Andreas Gruchow acknowledged the importance of this new role, adding: **“I am delighted to have been elected as the 2017 UFI President. The UFI Board of Directors and all the members of UFI can rely on me to do my utmost to take UFI even further than where we are today. I am 100% dedicated to our global network of UFI and invested in UFI, and in our industry. UFI has a unique global position in the industry and is well-positioned to address the key issues affecting our members all over the world.”**



Knowledge sharing in the Associations' Committee



Photo: Associations' Committee Meeting in Istanbul, Turkey

More than twenty representatives of national and international exhibition associations gathered at this meeting. The agenda included:

- Further discussion on the option of a “Global exhibition day” project;
- An “Exhibitors-related” research project, designed to survey exhibiting companies on a regular basis in order to follow their budget allocated to exhibitions and other marketing channels, as well as their assessments about exhibitions; Members who can contribute to this sample of international exhibiting companies (ideally exhibiting in more than one country) are invited to contact Christian Druart: christian@ufi.org;
- Presentations of the exhibition industry in Turkey and the Turkish Fair Organizers Association;
- A presentation of the activities of the UFI ICT Committee.

The next meetings of the UFI Associations' Committee are scheduled for:

- 4 November 2015, 15:30-18:00, during the 82nd UFI Congress, Milan, Italy (4-7 November 2015)
- 25 February 2016, 9:00-10:00, during the UFI Open Seminar in Asia, in Chiang Mai, Thailand (25-26 February 2016)
- 20 June 2016, 17:00-19:00, during the UFI Open Seminar in Europe, Basel, Switzerland (20-22 June).

For more information about the role and actions of the UFI Associations' Committee, please contact Christian Druart: christian@ufi.org.

New on UFI.TV

Have you been to www.ufi.tv, our channel on YouTube, lately? We have prepared 16 new videos for you, displaying one-minute teasers of speaker sessions chosen from our past events:

- UFI Sustainability Focus Meeting Asia 2015
- UFI Open Seminar - Asia 2015
- UFI Open Seminar - Africa 2015

Also new on UFI.TV: A video featuring UFI's 1st ever Catering Tour. The short film provides a great insight into the two-day event, capturing the most memorable moments.



Subscribe to UFI.TV and receive video updates on UFI Approved Events, UFI members and partners and a selection of videos centred on exhibition education.

Competing in Istanbul

UFI Marketing and UFI Education Award 2015



Istanbul, 18 June, 9.00 am – high tension in the Mercury room in the Bosphorus Hilton Hotel. UFI organised two prestigious award competitions right after its Open Seminar in Europe.

That morning, three finalists, GES EMEA (UK), Palais des Congrès de Montréal (Canada) and UBM EMEA (UK), were pitching for the UFI Marketing Award 2015. These three companies were presenting solutions on “Personalised marketing: identify – differentiate – interact – customize”. All three finalists delivered an excellent presentation.

The jury decided that UBM EMEA’s solution was the most advanced. Christian Glasmacher, Marketing Committee Chair, commented: **“UBM EMEA showed a perfect example for a personal marketing campaign. The strong methodology, successful realisation, combined with continuing excellence research results and utilisation of modern communication channels , convinced the jury to award UBM EMEA with the 2015 UFI Marketing Award.”**

In the afternoon, it was time to present the “Best Education Project” of the year to the UFI Education Award jury. Fiera Milano, Stockholmssmässan and CTICC were presenting a wide variety of education programmes – all with different target groups. The jury finally selected the entry of Fiera Milano, which targeted the company’s sales personnel. The aim of Fiera Milano’s approach was to encourage the sales personnel to get to know each other better and to enhance teamwork. Furthermore, Fiera Milan was looking for creative ways to trigger passion about sales. They therefore enabled their sales personnel to create a movie about customer care. Several movies were produced, and the best was honoured with a prize and a night of “Oscars” was organised for all staff.

“This new way of generating team spirit to enhance and share knowledge was impressive. Since sales is highly important for our industry and this programme was offering new learning possibilities focusing especially on creativity and soft skills, the jury chose this specific entry as the winner of this year’s competition”, said Rowena Arzt, Director of Business Development for UFI.

The UFI awards are organised on an annual basis. This year, congress delegates will have the opportunity to see the winning solutions during the “Best Practices Special Interest Group”. For more information please contact either angela@ufi.org or rowena@ufi.org.

Truly embraced the digital, largest ISU ever

Nearly 80 participants from 13 countries gathered at the International Summer University for Trade Fair Management (ISU) to mark UFI's biggest education event.

At the 7th International Summer University for Trade Fair Management (ISU) from 24 to 26 June 2015 in Cologne, the influence of digitisation on the industry was at the center of attention: Under the title "Embracing the Digital – Exhibition Industry 4.0?", event and trade fair managers came together with academics, exhibition experts, service providers and visionary thinkers to learn and discuss how digital is changing the industry and what is yet to come.

Paul Woodward, Managing Director of UFI, the Global Association for the Exhibition Industry, opened the conference with a trend outlook explaining why digital is already to be considered a commodity just like electricity.



"Great minds shared examples of best practices examples and provided useful insights into how digitalisation influences our current "safe" business. I appreciated networking with professionals from all over the world and even met an old friend", Andreas Grueber, Manager at Deutsche Messe AG (Germany).



Photo: Networking dinner

Prof. Dr. Dettlef Schoder of the University of Cologne identified detailed key trends evolving from this digital breakthrough. One of those is the explosion of the amount of digitised data. Schoder observes that the Big Data phenomenon comes with a move away from always trying to understand the deeper reasons behind how the world works towards being satisfied with simply learning what happened – instead of why.

"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", Clara Henriquez, Business Platforms Director at Inexmoda (Colombia).



Photo from left to right: Colin Lee, General Manager and Cynthia Tan, Project Manager of UICE, China.

Day two accomplished the transfer of general learnings on digitisation to trade fair related opportunities when Stefan Rummel of Messe Munich proved, with his innovation platform, that the digital era offers new business models and revenue streams. Arun Madhok, CEO of the well-connected Suntec Singapore Convention and Exhibition Centre, showed how digital developments can have a great effect on the analogue world as well, displaying best practice insights from his digitally transformed venue.

When Simon Burton took the stage for his workshop on social media, ISU 2015 had already created quite a buzz on Facebook and Twitter (#ufisu15). To the Exposure Communications CEO there is no question about the great impact of social networks today and in the future: **"If your social media activities do not work, you are doing it wrong."**

Truly embraced the digital, largest ISU ever

Continued...



Photo: ISU group picture

On the third and last day, speakers and attendees ventured a look ahead when trend researcher Tessa van Asselt described the addictive potential of digital technology and exemplified vividly what generations Y and Z expect from the exhibition industry. John Welsh of UBM EMEA opened the last day by presenting two 2020 scenarios for the exhibition business originating from the digital Tsunami that the industry has to cope with today.



Photo: ISU workshop

The ISU was organised by the Institute of Trade Fair Management at the University of Cologne in cooperation with UFI and was hosted by Koelnmesse. Since its first edition organised in 2006, nearly 380 participants from 42 countries participated in the ISU events.

For UFI, the exchange between academics and industry professionals is of high importance. “We are very proud to have been involved in all seven editions of the ISU and look forward to the 2016 edition”, said Dr. Rowena Arzt, Director of Business Development at UFI.

More pictures are available on the [UFI website](#).

UFI Alumni: Win your complimentary participation for the ISU 2016! Send us your topic of interest for next year’s International Summer University and if your topic is chosen, we will invite you to participate in the #ufiisu16 free of charge. Send your suggestions to isu@ufi.org before 17 July 2015.

Register now for the 82nd UFI Congress

4 - 7 November 2015

We are excited to give you a first look at this year's programme for the UFI Congress. As we celebrate our 90th birthday, the main Congress sessions will look forward to what the next 15 years may hold for our industry. Many believe that the changes we will see in this period could exceed those which have transformed our industry since our 20 founding members came together in Milan back in 1925.

We have reorganised the programme this year to integrate some special interest sessions with the main keynotes and hence give you the opportunity to tailor your participation to what really interests you.

In addition to the Congress sessions, UFI is delighted to invite you to join the numerous networking opportunities that will take place throughout the programme, and we hope you can join us at this year's post Congress excursion.

The 82nd UFI Congress programme outline, registration details and additional practical information are available on our website at www.ufi.org/milan2015.

We will be updating our programme page regularly with supplementary information and look forward to seeing you in Italy in November.

As with all our events, we offer tailored sponsorship opportunities which can help you target international exhibition industry professionals.

Please contact Nick Dugdale-Moore nick@ufi.org for more information.



82nd UFI Congress in Milan

The Exhibition Industry 2030

4-7 November 2015

Host:  **Fondazione Fiera Milano**

Venue:  **MiCo**

UFI Diamond Sponsors:  **TCEB**,  **GES**

www.ufi.org #ufimilan

HR Managers: Save the date in your agenda

UFI is keen to better understand the needs and challenges of HR managers in the exhibition industry and to create a bridge for communication and support. As an element of its support to members in this area, UFI has developed a platform for knowledge exchange between human resources experts and exhibition professionals. The first HR Meeting, held in Paris 2014, was very much appreciated by an exclusive group of 22 representatives from 12 countries. In answer to calls for such a gathering, UFI is organising the 2nd HR Manager Network Meeting on 10 December 2015 in Milan, Italy. Selected by the members of the network, this year's topic for discussion is "HR Managers as Marketers". The one-day meeting invites HR Managers of UFI member companies to join lively discussions, share best practices and expand their network among HR experts in the exhibition industry and beyond.

So save 10 December for this important meeting and plan to join us in Milan for a day of valuable speaker presentations and interactive workshops. For more info, please contact event@ufi.org.



EEIA: News from Brussels

EU funding for Training

At the last UFI European Chapter Meeting, colleagues from TIF Helexpo, Greece, encouraged all European UFI Members to join an EU funded project proposal for exhibition staff training and an exhibitor training tool.

The EU funding programme is Erasmus+. Running from 2014 to 2020, it will particularly benefit schools, higher education and exchanges for students. The programme also offers some funding that could be interesting for training initiatives in our sector, as it is also designed to encourage cooperation with businesses. The so-called Key Action 2 (Cooperation for innovation and the exchange of good practices) includes a range of initiatives that could interest UFI members, such as:

“Transnational Strategic Partnerships aimed at developing initiatives addressing one or more fields of education training and youth and promote innovation, exchange of experience and know-how between different types of organisations involved in education, training and youth or in other relevant fields. Certain mobility activities are supported in so far as they contribute to the objectives of the project”.

“Knowledge Alliances between higher education institutions and enterprises to foster innovation, entrepreneurship, creativity, employability, knowledge exchange and/or multidisciplinary teaching and learning;

“Sector Skills Alliances supporting the design and delivery of joint vocational training curricula, programmes and teaching and training methodologies, drawing on evidence of trends in a specific economic sector and skills needed in order to perform in one or more professional fields...”

The European exchange programme for Entrepreneurs

The Erasmus for Young Entrepreneurs programme can also be a support tool for young leaders in our sector as it helps provide aspiring European entrepreneurs with the skills necessary to start and/or successfully run a small business in Europe. New entrepreneurs gather and exchange knowledge and business ideas with an experienced entrepreneur, with whom they collaborate for a period of 1 to 6 months. The stay is partly financed by the European Commission. Programme details are [available here](#).

Call for Expressions of Interest - ‘Business Cooperation Centres’ in third countries for the Enterprise Europe Network (2015 - 2020): this call addresses leading business and innovation support organisations located in third countries other than those participating in the Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME). The objective is to establish ‘Business Cooperation Centres’ for the Enterprise Europe Network in international markets in order to form a unique international network of excellence facilitating business cooperation, technology transfer and research collaboration. More details are [available online](#).

The full programme can be [accessed here](#).

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



Share on Twitter

UFI Approved Events

Update on auditing statistics

UFI Approved Events are quality exhibitions that are accepted by UFI as being “approved” after a quality assessment. Part of that assessment involves the provision of audited visitor and exhibitor statistics on a regular basis. Should UFI continue to apply this audit requirement?

When this question was put to all the member organisers of UFI, the resounding response was yes. It has long been regarded as best practice in the industry to have the all-important statistics that organisers use to promote their fairs independently verified, and UFI Approved Events are regarded as top quality events worldwide. Providing accurate and reliable data that is independently audited is therefore an important sign that the organiser adheres to the highest international standards.



However UFI’s definitions of international and foreign did not allow for a very frequent form of company in the business world today: a multinational. How to define a multinational exhibitor?

The UFI Board of Directors pondered on this question and came up with the following definition:

A multinational is an enterprise with fully incorporated and staffed local subsidiaries in several countries. Generally, any company or group that derives an important portion of its revenues from operations outside of its home country may be considered a multinational. To qualify as a multinational exhibitor, a multinational company or one of its local subsidiaries must participate directly in the exhibition.

However, when the definition was communicated to the auditors, some felt that the definition was complicated, and they had no means of controlling this new category of exhibitors. Work will therefore continue on establishing a definition that is suitable to organisers and auditors across the globe.

If an organiser prefers not to include the multinational exhibitors in the audit certificate, that is fine and is not a requirement, as long as the required percentages of internationality are met (10% of exhibitors or 5% of visitors).

Just as a reminder: to maintain UFI Approved Event status, UFI member organisers are required to provide an audit certificate for every other edition of an exhibition (or for every edition if the exhibition takes place once every three years, or less frequently). For more information and updated versions of UFI’s Audit Certificate and UFI’s Auditing Rules, please click here: [UFI Approved Events](#).

UFI ICT Committee Meeting

Milan in June

On 24 June, the UFI ICT Committee met at Fiera Milano to discuss both ongoing and future projects. This Committee’s area of expertise covers the new technologies used by professionals of the exhibition industry to manage their businesses.

The agenda of this meeting included the 2016 UFI Technology Award. The award provides technology companies (both members and non-members) with the chance to compete with other industry experts, by presenting their successfully implemented, innovative solutions.

The UFI ICT Committee has also opened the UFI Technology [Group on LinkedIn](#), a group dedicated to technologies, collaboration, research and monitoring hot topics on event technology tools, methods and applications. Today, technology is at the heart of an event, and is therefore responsible for both its success, and customer satisfaction. The UFI ICT Committee invites all exhibition industry professionals to join the LinkedIn Group and to participate in discussions on exhibition-related technologies.



Photo: From left to right: Ernesto Bonfanti (Milan), Chiara Gerosa (Milan); Stephan Forseilles (Brussels), Werner Krabec (Dusseldorf), Pascal Bellat (Paris). Behind the camera: Régis-Emmanuel Crouzet (Paris).

The trade show industry can benefit from other industries and vice-versa, so we strongly encourage technology experts from other industries to join both the group, and the discussions!

For more information about the Committee please contact Pascal Bellat: pascal@ufi.org.

Jakarta seminar analyses growth drivers

Last month, the ASPERAPI (or the Indonesia Exhibition Companies Association) held its 3rd annual Indonesia MICE Forum.

The one-day event was held in Jakarta on 4th June at the Jakarta Convention Centre (JCC). The event attracted more than 150 exhibition industry professionals from across Indonesia.



Photo from left to right: Budyarto Linggowiyono, Vice Chairman of The Creative Industries and MICE, Chamber of Commerce & Commissioner Debindo Multi Adhiswasti; Mark Cochrane, UFI Regional Manager, Asia/Pacific and Didit Siswodiatmoko, Deputy Secretary General of ASPERAPI/IECA & Project Director Napindo Media Ashatama

The forum was opened by ASPERAPI Chairman Effi Setiabudi, and Ms Rizki Handayani, Director of Indonesia's Ministry of Tourism and Creative Economy. This year's forum largely focused on analysing how exhibitions can generate economic growth. Speakers included: UBM Asia's Chris Eve, Bjoern Kempe from Comexposium (Shanghai) and Marisa Nallana of PACEOS, the national association of the exhibition industry in the Philippines.

The programme also included a panel session that tackled an important issue facing the industry in Jakarta – venue capacity. Hendrik Engelking of the recently opened Indonesia Convention Exhibition Centre (ICE) and Ralph Scheunemann of the city's other major venue, Jakarta International Expo, were both on the panel.

UFI's Regional Manager in Asia, Mark Cochrane, was among the speakers. Mark's presentation focused on key trends impacting the exhibition industry in Asia, including venue capacity issues in Japan, India and Hong Kong. He outlined the government's plans to reform the exhibition industry in China, and gave an overview of various levels of government support for exhibitions in markets across Asia.



Photo: Mark Cochrane, UFI Regional Manager, Asia/Pacific

Delegates at the forum were particularly interested in discussing how the government in Jakarta could more effectively promote the country's exhibition industry throughout the region. Discussion centred on investment in supporting infrastructure, both organiser and exhibitor subsidies, and potential marketing schemes designed to attract higher numbers of international participants.

The forum concluded with a networking cocktail and dinner, also at the Jakarta Convention Centre.



IELA celebrates 30th anniversary with congress in Singapore

On 27th June, the International Exhibition Logistics Association (IELA) held its 30th Congress and General Assembly. The congress ran from 27th to 30th June and it was held in Singapore at the Pan Pacific Hotel.

A one-day seminar was held on 29th June and was attended by more than 150 delegates. Keynote speakers included Stephen Tan, Chairman of Singapore Exhibition Services, Nat Wong, President of Reed Exhibitions Greater China, and UFI's Regional Manager in Asia, Mark Cochrane.

Stephen Tan's presentation provided IELA's delegates with an overview of the state of key exhibition markets in South East-Asia, while Nat Wong used his session to discuss the outlook for exhibitions in Mainland China.

Mark's presentation focused on the importance of investing in infrastructure that supports the exhibition industry in Asia. He discussed venue capacity in exhibition markets such as Shenzhen, Shanghai, Tokyo and India as well as changes to supporting infrastructure in China – particularly the Pearl River Delta.

During the joint Q&A session the IELA delegates asked the speakers about topics such as the likely impact of the recent exhibition industry guidelines released by China's State Council, health and safety standards across the region, facilitating a more collaborative venue construction process as well as an exchange of ideas of IELA and UFI could work more closely in Asia.

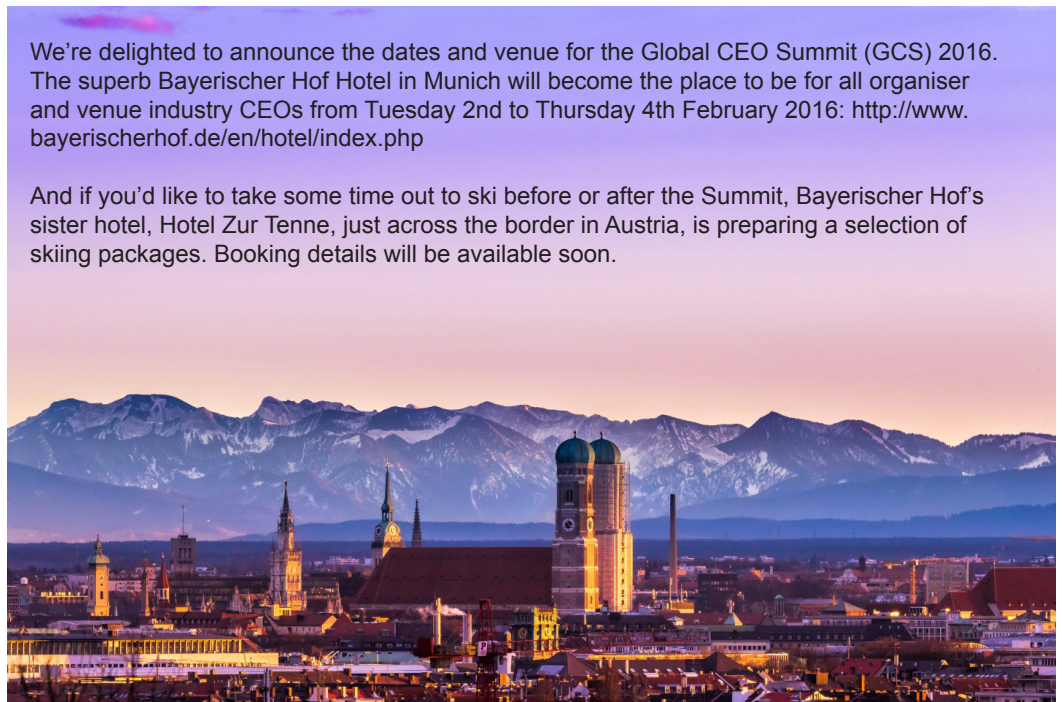
The congress concluded on the evening of 29th June with a Gala Dinner and Awards Night held at Singapore's Clifford Pier.

IELA was founded in 1985 by a group of service providers from the U.S. and Europe. Today, IELA has more than 170 members from some 50 countries.



We're delighted to announce the dates and venue for the Global CEO Summit (GCS) 2016. The superb Bayerischer Hof Hotel in Munich will become the place to be for all organiser and venue industry CEOs from Tuesday 2nd to Thursday 4th February 2016: <http://www.bayerischerhof.de/en/hotel/index.php>

And if you'd like to take some time out to ski before or after the Summit, Bayerischer Hof's sister hotel, Hotel Zur Tenne, just across the border in Austria, is preparing a selection of skiing packages. Booking details will be available soon.



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ANIME EXPO SIGNS FIVE-YEAR VENUE DEAL

AMERICAS – Organisers one of North America’s largest anime and manga expos have renewed their contract to stage the event at the Los Angeles Convention Center until 2019.

[Link](#)



WORLD MEETINGS FORUM (WMF) UPDATE FROM CANCUN

The 3rd edition of the WMF took place in Cancun from 4-6 June, including a presentation from Vice-Chair of the UFI Latin American Chapter José Navarro.

[Link](#)



NÜRNBERGMESSE IS FOUNDING NÜRNBERGMESSE AUSTRIA IN VIENNA UNDER THE MANAGEMENT OF INGE TREMMEL

Austrian guests traditionally play a major role at Nuremberg’s exhibition centre. In 2014 alone, around 18,000 trade visitors (7.9 percent of the total) and about 600 exhibiting companies (5.6 percent) came from Austria to Franconia. [Link](#)



16 COMPANIES BID FOR NEW ANHEMBI PROJECTS

UFI members GL Events & Transamerica are among the 16 companies who have submitted bids for the renovation work to be carried out on Anhembi, starting in 2016

[Link](#)



SISO LEADERSHIP CONFERENCE TO FOCUS ON NEXTGEN LEADERS

When the Society of Independent Show Organizers (SISO) gathers for its annual Leadership Conference in Dallas in August, the spotlight will be on skills training for up-and-coming leaders in the industry as well as informational panel discussions about the methods current leaders can employ to encourage and develop the next generation of industry leaders. [Link](#)



MESSE DUESSELDORF TO PROMOTE MEDICAL TRADE SHOWS AT AACC 2015

Messe Duesseldorf has made plans to participate in the AACC Clinical Lab Expo 2015 in order to promote its worldwide program of international medical trade fairs.

[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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