

UFI Info

November 2015



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Calendar of UFI events and meetings

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Venue
UFI HR Manager Meeting	10 December	Milan (Italy)
UFI Education Committee Meeting	11 December	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 Associations' Committee Meeting	25 February 2016	Chiang Mai (Thailand)
UFI Sustainable Development Committee Meeting	25 February 2016	Chiang Mai (Thailand)
UFI Open Seminar in Asia	25 - 26 February 2016	Chiang Mai (Thailand)
UFI Asian CEO Golf Friendship Cup	27 - 28 February 2016	Chiang Mai (Thailand)
UFI Education Committee Meeting	11 March 2016	Paris (France)
UFI Marketing Committee Meeting	18 March 2016	Paris (France)
UFI Open Seminar in MEA	23 - 24 March 2016	Beirut (Lebanon)
UFI Executive Committee Meeting	14 - 15 April 2016	Paris (France)
International Summer University	8 - 10 June 2016	Cologne (Germany)
UFI Executive Committee Meeting	20 June 2016	Basel (Switzerland)
UFI Board of Directors 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 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)

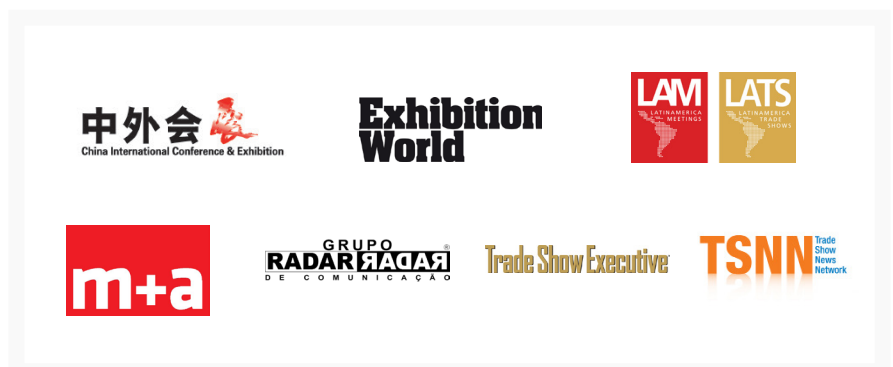
UFI supported events

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

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear UFI members, dear colleagues

“For someone who has been involved in UFI for over 20 years, it is truly a great honour to lead this organisation for the next year and I am particularly proud to be the first person from Russia to become UFI President.

Of course, I must thank all my predecessors, and most recently Andrés, for all they have done to build up UFI into its current position, and for the support offered to me as I step up to this position. We are a strong and truly global organisation and have an important job to do to support our industry as it faces both challenges and opportunities.

We have to be prepared to respond to both immediate and longer term challenges. In the short term, we are looking at the impact of economic instability, weak commodity prices and falling trade volumes in a number of countries, including my own. Political challenges in many places around the world are also going to affect business, along with some of the consequences such as the current refugee crisis. UFI needs to provide its members with the best information on what’s happening in our industry as a result of all this.

Looking to the longer term, in its 2014 review of future industry developments, UFI’s Executive Committee identified four key factors likely to have the most impact on our industry in the coming years: globalisation, digitisation, the next generation of leaders and customers, and sustainability. These will continue to guide us in how we prioritise the development of your association in the coming year.

I would like to remind you that world leaders at the UN Sustainable Development Summit in September agreed to a new set of Global Goals for the world’s development up to 2030. In short, these are: No poverty; zero hunger; good health and well-being; quality education; gender equality; clean water and sanitation; affordable and sustainable energy; decent work and economic growth; industry, innovation and infrastructure; reduced inequalities; sustainable cities and communities; , responsible consumption and production; climate action; life in the seas; life on land; peace and justice; and a strong global partnership for sustainable development. In line with these new UN targets, I believe our industry will continue to make worthy contributions to sustainability worldwide.

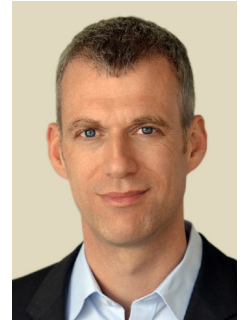
There are many opportunities for us to grasp, and we heard about many of them during the UFI Congress in Milan earlier this month. We all know that digital marketing and communications have become more important to most businesses. But they have not replaced the need for people to get together in person. What happens on the trade fair floor has certainly changed, and organisers need to reflect that in how they organise their events. But people still need to look each other in the eye at the same time as seeing, touching, testing, and even smelling the products they might want to buy. You can only do that at an exhibition. A key part of UFI’s mission is to make sure that our clients today and tomorrow continue to understand that there is a unique power to exhibitions which can’t be replaced. We like to say: “It’s simply better face-to-face.” Thank you in advance for your support”.

Sincerely,



Sergey Alexeev
UFI President

We value your time – and give you value for time.



Welcome – to those who were not with us last week in Milan. And welcome back to the more than 480 participants who came to what has been our biggest annual Congresses so far. From the initial feedback you gave us you found it to be a very good event. On behalf of the whole UFI team that worked very hard to make this event happen: Thank you! I am especially happy that you responded so well to our efforts to evolve the Congress into a more individual event for everybody by integrating the Special Interest Groups seamlessly into the main programme.

The UFI team is back in our Paris headquarters or their respective regional offices, and while we are working on the follow-ups from the Congress, we are already shifting gear to prepare the various activities that will take place in the weeks ahead. Again, specific areas of work in our industry will be the focus of activities: members' HR Managers will come together again in Milan following their inaugural meeting last year; committee members will discuss education issues; and there will be a focus on ICT matters at a meeting in Paris.

To me, these meetings are great opportunities for the specialised managers among our members to learn from each other and share their experiences. Before I joined UFI, I had the honour of establishing and chairing the Digital Business Working Group at EMECA. Never did I leave any of these meetings without new ideas, and without old beliefs being challenged or perceptions changed. So taking the time to attend these meetings and to be active yourself really brings "value for time".

Therefore I want to encourage all of you either to get involved personally with any of the issues that these UFI groups cover, or to share the information with your colleagues so that they know about it and can attend. The sharing of best practice regularly rates among the top benefits of UFI membership, and these meetings are more focused on this than the Congress can ever be.

We strive to keep on improving the formats and benefits for those attending. We will succeed, especially if you share your insights, ideas and time with all the others at the meeting. I know that in today's demanding environment time is a limited resource. We do our best to make sure that time for UFI meetings is time well spent!

Kai Hattendorf
UFI Managing Director



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Parting thoughts

We're back in Paris after a memorable 82nd UFI Congress in Milan. I had a chance to say goodbye in person to a record number of you and thank you all for your support. Thanks again, of course, to our hosts from Fondazione Fiera Milano for all you did to host us so warmly in UFI's birthplace.

I have written 55 columns like this for UFI Info. They have covered many topics, but several key themes emerge. Firstly, the exhibition industry's health, today and in the future. When I took over as Managing Director in 2010, we were still very much in the throes of the global financial crisis and times were tough in most parts of the world. Fortunately, we have survived that and the industry is by and large robust. There are, of course, some regions which still face special challenges and there are questions today about the impact of slower growth on global trade. But, overall exhibitions have once again shown themselves to be resilient, a clear indication of the value they add to their clients.

And this relates directly to the second theme; UFI's health. I found the organisation strong when I arrived in Paris and hope that, by focusing on adding value to all of you, our members, I leave it stronger still. Any business organisation must offer value for money but, even more importantly, we need to offer you value for your time. Everything we do remains under close scrutiny by the UFI leadership and staff to try to improve how effective we are at that.

Many of the columns have talked about engagement with our members, sometimes thanking you for it and often asking for more. I remain firmly convinced that you can get the most value for your UFI membership by being more active. Being at the centre of this amazing global network by participating in what we do is how you can be sure you will both give and get the most from it.

We proudly claim to be the global association of our exhibition industry and I have worked hard to put some real substance behind that claim, trying to expand our membership and engage leaders from all over the world. It has been a real joy of the job to visit 40 countries over the past 5.5 years for UFI events and meetings, for your events and to see our



members' businesses in action. Much visiting remains to be done by my successor, Kai Hattendorf, and I wish him well for his time at the helm of this remarkable organisation.

So, before I sail off into the sunset (I couldn't resist at least one nautical allusion), it remains for me most important to thank you all, the UFI members for your support. UFI is your organisation and your active involvement is what makes it work. I must thank also the elected leadership with which it has been my privilege to work. Thanks to Presidents John Shaw, Manfred Wutzlhofer, Eric Everard, Arie Brienen, Chen Xianjin, Renaud Hamaide, Andrés Lopez-Valderama and Sergey Alexeev. Having the opportunity to work so closely with you has been a genuine pleasure. Our Executive Committee, Board Members and Chapter Chairs contribute a huge amount of their time to making UFI work and I thank you all for what you have done.

And last, but most certainly not least, I have to thank very single member of our UFI team in Paris, Hong Kong and Sharjah for working so hard and well for our members. It has been a delight and a real honour to work with them all. If people are in any way pleased with what I have done for UFI, it is only because of what they have all done that this is so.

I will be spending more time at sea and less in the air, but I will be around in the future with a few small projects in the industry. So, I will leave with words of the English writer John Gay in saying "we only part to meet again".

Thank you.
Paul Woodward



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82nd UFI Congress 2015

Milan, Italy



Global leaders of the exhibition industry gather in Milan to turn challenges into opportunities.

Over 480 participants from more than 50 countries gathered in Milan for UFI's 82nd Congress and explored the latest trends in the global exhibition industry. UFI was founded here in Italy by 20 leading European international trade fairs back in 1925. Since then the association has grown continuously. Today it reaches record membership counting 676 members from 82 countries, clearly underlining UFI's unique global role for the exhibition industry.

The Congress, entitled "The Exhibition Industry 2030", was hosted by one of UFI's founding members, Fondazione Fiera Milano.

A roster of international speakers shared their thoughts on key trends which they believe will shape our businesses. In this fast changing environment, we strongly believe that trade shows and exhibitions are the central platforms for showcasing innovations and latest developments.

With the business world likely to change ever faster in the coming years, companies will need to innovate their way to future success. Following the overall Congress theme, Prof. Vito di Bari, Innovation Designer and Futurist challenged delegates to take advantage of new opportunities during his keynote "the world 2030".



As we operate in an increasingly complex, competitive and challenging global market, companies will rely ever more on a smart, diverse and flexible workforce. A panel discussion on "winning the war for talent" featured Marco Giberti, Founder and CEO, Vesuvio Ventures, Maria Martinez, Organisation, Human Resources and Systems Director, IFEMA, Janice Rogers, Corporate Vice President of Human Resources, Diversified Communications, and Mike Rusbridge, Chairman at Reed Exhibitions.

Panellists and delegates evaluated what the exhibition industry does to attract and retain the right talents.



Some organisers are already pushing the boundaries of traditional events with concepts that are at once innovative and business-like. Jay Weintraub, Founder and CEO, Grow.co. & LeadsCon.com, and Lawrence Coburn, CEO and co-founder of DoubleDutch, discussed how the exhibition industry can successfully attract young audiences to events, take advantage of the opportunities that technology presents and generate profitable new businesses.

To provide a good understanding of what the future foresees for the exhibition industry, Jochen Witt of jwc presented a detailed analysis of his latest research in his "2015 Global Industry Review".

The 82nd UFI Congress concluded with a presentation by Andrew Keen, entrepreneur and author. During his session "Is the Internet the answer?" Andrew challenged some of the comfortable and uncomfortable assumptions many are now making about how their world is changing.

UFI innovates for the future as well. There were a number of modifications in the Congress programme, the most significant being the integration of the Special Interest Groups (SIG) into the main Congress programme. SIGs on family business, large venues, China, North America, InterExpo/ government affairs, sustainable development, best practices and education, now take place firmly at the heart of the programme. Look forward to read more about these sessions in the UFI Info December edition.

82nd UFI Congress 2015

Milan, Italy



Many internal UFI meetings were held during this 82nd UFI Congress, including the UFI Board of Directors Meeting, the UFI annual General Assembly, the UFI CEO Think Tank, UFI Regional Chapter meetings and the UFI Researchers' meeting.

European Chapter Meeting

Digitisation and its major trends and challenges for the exhibition industry!

During the European Chapter Meeting on the occasion of the 82nd Congress in Milan, the European Chapter tackled an important topic: How will digitisation influence the European exhibition industry in the future?

Gerald Böse, Chapter Chair of the European Chapter, and CEO of Koelnmesse, explained in his speech: "I won't be telling you anything new when I say that digitisation is currently throwing the business models of many industries and sectors into confusion. The trade fair business is no exception. I am convinced that in a few years' time trade fairs too will no longer be staged and marketed the way they are today. The trade fair sector needs to react to changing business conditions by generating new and innovative concepts."



"We will be successful if we creatively take advantage of the possibilities offered by the digital world. We too can do that, as a classic down-to-earth industry that ultimately thrives by presenting and displaying physical products. We need to learn how to think and act in terms of networking."

It is exactly this thinking process that the European Chapter wants to trigger among its members. "We will use the coming six months to get our teeth into the topic, and will dedicate our meeting in June completely to digitisation," explains Dr Rowena Arzt, UFI Director of Business Development. "But we need the help of our members for this. I would like to encourage the members of the European Chapter to send me their questions related to digitisation. I would also like them to send UFI their examples of best practices and share new approaches. Digitisation is a topic of great importance for our industry, and UFI would like to support its members in this transformation. From past experience, we have learned that sharing information and developing a common understanding is a first, essential step."

EMECA defines the opportunities of digitisation as follows: "Digital Business of Exhibition/Event Companies is about increasing revenues by using or adopting digital technologies. In addition, the digitisation of the business environment will also result in decreasing costs and improving processes."

In Milan, Gerard Böse told members: "Transferring processes and communications that have previously been analogue into the digital world is only one aspect. That's because digitisation, and especially digital transformation, involves a lot more than simply using social media to communicate and sending invoices digitally rather than by post."

He concluded: "Over the long term, digitisation will change companies' strategy, structure and culture, and we are looking forward to working with the members of the European Chapter on these changes and making them more transparent and understandable."



"The aim is not to question the function of trade fairs in general as a communication tool. Ten years from now we will still be selling square metres of exhibition space — but that's not all we'll be doing! The challenge to the trade fair business is to maintain its connection to the digital world and actively help to shape it."

82nd UFI Congress 2015

Milan, Italy



The UFI Middle East-Africa Chapter Members meet in Milan

At the occasion of the 82nd UFI Congress, the UFI Middle East/ Africa members convened in Milan for the UFI MEA chapter meeting, welcoming in addition many members from other parts of the world who have interest in the MEA region.

The meeting was chaired by 1st Vice Chair Craig Newman, who presented the apologies of the Chapter Chair Saif Al Midfa for being unable to attend due to calendar conflict. Present also was the 2nd Vice Chair Amer Tabbah in addition to over 40 members from the MEA region and around the world.

The members recognised the support and achievements of the former Chapter Chair Abdul Rahman Al Nassar from Kuwait International Fair Co. (2010-2014) who hosted and sponsored the UFI MEA office for three years, giving the momentum for regional activities and research, and enhancing UFI's membership and its broader network. A tribute to the UFI Managing Director Paul Woodward was also made as he leaves his position after five years of serving the industry.



UFI activities and updates in 2015 were highlighted by Sonia Thomas, UFI Director of Operations, who focused on increasing membership, improvement and expansion of UFI communications, as well as UFI events in venues around the world.

Members were cordially invited by IFP's Chairman Albert Aoun, to join the UFI Open Seminar in the Middle East, hosted in Beirut (Lebanon) on 23-24 March 2016. Craig Newman introduced the Johannesburg Exhibition Center as the host of the UFI Congress in 2017. This will be the first time the event has taken place in South Africa.

A lively and vital roundtable formed the major part of the meeting, bringing in many interesting discussions with attendees from different markets of the region. The issue of financial requirements and data confidentiality challenges faced by organisers in certain markets was raised and discussed, while the input of many attendees emphasized growing business in Cape Town, Durban, Johannesburg in South Africa, while agreeing with Jochen Witt's vision that Africa is the next global emerging market(s). The industry is recovering in Tunisia and moving forward in Iran, and education and training for both exhibition staff and attendees is an outstanding need.

"Opportunity, opportunity, opportunity is what we take away from this session; and the message to other big global companies attending: this is the region of opportunities, so come and do business here!" concluded Craig Newman.

82nd UFI Congress 2015

Milan, Italy



Asia-Pacific Chapter Meets at Congress in Milan

The Asia-Pacific Chapter met as part of the programme of UFI's 82nd Congress, held at the Milano Congress centre, from 4 to 7 November.

More than 60 members attended the Asia Pacific Chapter. Chapter Chair Stanley Chu opened the meeting on 6 November. UFI's Regional Manager in Asia, Mark Cochrane, updated members on UFI's activities in Asia in 2015 as well as plans for 2016 – including the upcoming 11th Asia Seminar which is to be held in Chiang Mai (Thailand) in February.

Also as part of the meeting's agenda, Matt Pearce of Diversified Communications, and First Vice Chair of the Asia Pacific Chapter, provided members with an overview of developments in venue capacity in Australia. The presentation included details of progress on the construction of the International Convention Centre (ICC) in Sydney as well as plans to add space in Melbourne.

Following that, Chapter Chair Stanley Chu led members in an open discussion of developments and issues affecting members' home markets. Members from India, Hong Kong, Indonesia, Thailand and China provided the Chapter with updates. Former UFI President Chen Xianjin took the opportunity to invite members to attend next year's UFI Congress in Shanghai.



The meeting concluded with a short presentation from TCEB's Rose Suwannasat inviting members to join the 2016 UFI Open Seminar in Asia. Next year's seminar will be held on 25 and 26 February in Chiang Mai (Thailand). It will also feature a number of additional meetings and activities including: a Sustainable Development Focus Meeting (on 24 February), a meeting of UFI's Asia Pacific Chapter (on 25 February) and a CEO Golf Tournament (on 27 February).

Registration for the 2016 UFI Open Seminar in Asia will open later in November. www.ufi.org/chiangmai2016

82nd UFI Congress 2015

Milan, Italy



Latin American Chapter Congress meeting

The Latin American Chapter meeting took place on Friday 6 November as part of the main Congress programme in Milan. Following the Chapter business update from UFI's Nick Dugdale-Moore, there were presentations from:

- Denzil Rankine, AMR International - Brazil & Mexico market overview (from Globex Report)
- Jaime Salazar, UBM Mexico - Mexico update
- Ligia Amorim, NuernbergMesse Brasil - Brazil update



Photo from left to right: Ligia Amorim, Managing Director, NuernbergMesse Brasil, Nick Dugdale-Moore, UFI, Jaime Salazar CEO UBM Mexico.

The meeting, led by Chapter Chair Juan Pablo Maglier, (La Rural, Argentina) announced the growth of the chapter over the past year from 22 to 29 members. The seven new members are:

Expo Center Norte	Brazil
Transamerica	Brazil
WTC Sao Paulo	Brazil
Reed Exhibitions Mexico	Mexico
UBM Mexico	Mexico
Buenos Aires CBV	Argentina
Espacio Riesco	Chile

The chapter also set out a comprehensive plan of activities and events for 2016 to continue this growth, and consolidate their work in the region. UFI's first ever meeting in Chile will take place in Santiago in April 2016, to coincide with the annual AFIDA meeting.

UFI signs Memorandum of Understanding with South Korean industry association AKEI

UFI is delighted to announce the signature of a new MOU with the South Korean association AKEI at last week's UFI Congress in Milan. AKEI was represented by their Vice Chair, Han Jeong-Hyun, who signed the agreement with UFI President Andrés Lopez-Valderrama and new UFI Managing Director, Kai Hattendorf. This MOU incorporates three main areas for cooperation between the two associations:

- the simplification of the UFI Approved Event request procedure, wherein AKEI will verify the audited data for new UFI Approved Event requests provided by the UFI certified auditors in South Korea;
- the global promotion of Korea's UFI Approved Events. AKEI will work closely with UFI to develop promotional activities to raise the profile of these exhibitions;
- the national promotion of UFI Approved Events: AKEI will endeavour to build on the excellent reputation and credibility of UFI Approved Events within South Korea.

UFI Managing Director Kai Hattendorf expressed that he was delighted with this exciting new development and that raising the profile of UFI Approved Events, both on a local level and worldwide, remained an important focus for UFI.



Photo from left to right: Kai Hattendorf and Andrés Lopez-Valderrama from UFI, Mr. Han Jeong-Hyun and Jamie Lee from AKEI.

82nd UFI Congress 2015

Milan, Italy



UFI Researchers' meeting highlights multiple benefits of exhibitions

Around 50 Congress participants joined the UFI Researchers' meeting in Milan on Wednesday 4 November. The theme of the meeting was "Value of exhibitions" and Christian Druart, UFI Research Manager, kicked off the talks with a presentation of how UFI is working to facilitate knowledge exchange and develop UFI-wide communication material.



The role of exhibitions in the "Globalising Knowledge Economy" was then presented by Diego Rinaldo, Associate Professor of Marketing & Consumer Culture, Kedge Business School, Marseille and Affiliated Member, Business Communication & Events Lab, CERMES, Bocconi University, Milan.

Diego has contributed to a book on this topic, together with Professor Francesca Golfetto from the Bocconi University of Milan, a UFI Member who also joined the Congress.



Thierry Hesse and Mathieu Rosy, who are respectively President and Managing Director of UNIMEV (French Meeting Industry Council), then presented the results of their recent study, conducted in France, of the business generated by exhibitors at or after their participation in events.

The study identifies several interesting ratios around their average Return On Investment.

All these presentations are available for UFI Members on the UFI website. Please contact Christian Druart at chris@ufi.org for any further questions.

Where Markets Meet - The Story of the Modern Exhibition



Photo: Enrica Baccini of Fondazione Fiera Milano

On the occasion of our organisation's 90th anniversary, UFI launched a new industry book entitled: *Where Markets Meet - The Story of the Modern Exhibition*.

Exhibitions and trade shows have come a long way since our nomadic ancestors gathered their caravans in the sand all those years ago. From the medieval guild fairs that helped define towns in Europe, through the industrial age, today we trade in giant arenas dedicated to enterprise and commerce, far removed from the tents and market squares that once stood in their place.

Today the exhibition is more relevant than ever before, ironically, as our connectivity, facilitated by the digital age, makes it increasingly easy to trade from behind closed doors.

And at every show's heart are the professionals, gathering an industry under one roof, buyers, sellers, commentators and all, for a finite time creating 'a market in a bubble' that foments trade and – ultimately – jobs.

This book provides a window into an industry that continues to signal its significance as our lives evolve and people seek to function at once remotely and together.

If you are interested in obtaining a copy of the book, please contact info@ufi.org.

82nd UFI Congress 2015

Milan, Italy

Thanks to our Milan Congress Sponsors

UFI would like to extend its sincerest thanks to all our Congress sponsors, both here and in next month's edition of UFI Info. 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:



Global Experience Specialists (GES)

It was great to celebrate our 90th birthday with you in such style. We are honoured to count on your support as an UFI Diamond Sponsor for another year.

Thailand Convention and Exhibition Bureau (TCEB)

Loyal supporters since the Diamond Sponsor programme was first launched in 2012, we are very grateful for your continued support, and are looking forward to our events in Chiang Mai from 24 - 25 February 2016.



Fondazione Fiera Milano

Our most excellent hosts for the week. Thursday night's Gala dinner, one of the highlights of the week, was a masterclass in style, culture and culinary excellence. The design of the sponsor booths was also greatly admired – and much commented on.

Las Vegas Convention & Visitor Authority (LVCVA)

Las Vegas Convention & Visitor Authority (LVCVA) - Our most excellent Gold Sponsor representing the largest exhibition destination on the planet with over 1 million square metres of exhibition space. Las Vegas definitely helps UFI make business happen.



82nd UFI Congress 2015

Milan, Italy

Thanks to our Milan Congress Sponsors



Izmir Fair Services (IZFAS)

Silver Sponsor, the first UFI member in Turkey (1947) and Congress hosts in 1966 and 1974. Operators of Fuarizmir, the new international venue, as well as the Izmir International Fair since 1936.

Indonesia Convention Exhibition (ICE)

Silver Sponsor and newly opened 50,000 sqm venue in Jakarta, operated by Deutsche Messe Venue Operations, and widely recognised by international organisers as being a world-class facility.



Malaysia Convention & Exhibition Bureau (MyCEB)

Silver Sponsor and newly established body promoting Malaysia's fast growing economy as a leading destination for exhibitions and business events.

Taiwan External Trade Development Council (TAITRA)

Silver Sponsor and UFI member since its founding in 1970, TAITRA is one of the most prominent and consistently active associations in Asia.



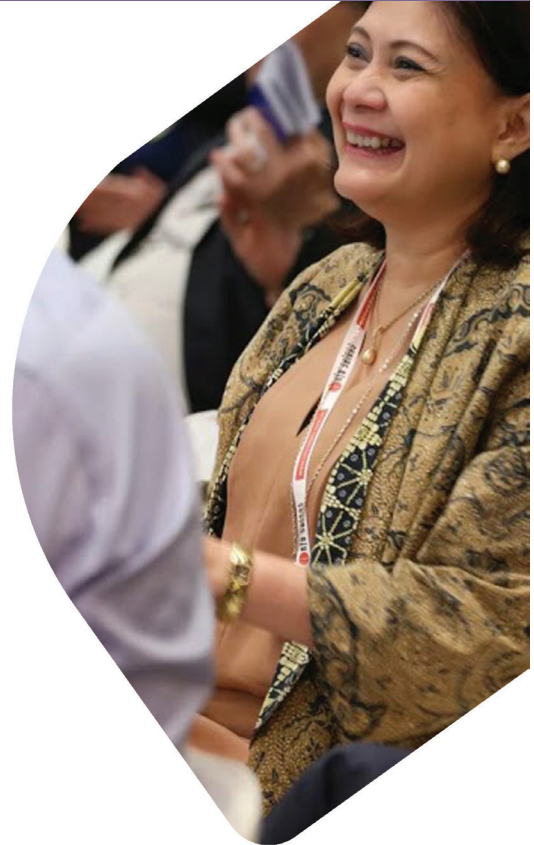
We are very grateful to all our other sponsors too, who we would like to thank in next month's edition of UFI Info.

11th UFI Open Seminar in Asia 2016

Digital Disruption


25-26 February 2016
Shangri-La Hotel, Chiang Mai

Open to all professionals of the exhibition industry



Co-located event

UFI Focus Meeting on Sustainable Development 24 February 2016

Host  UFI Diamond Sponsor  **GES** Global Experience Specialists 



www.ufi.org

 **#ufichiangmai**

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.

Programme



Opening and welcome by the host

DIANNE YOUNG, CEO, Direct Energy Centre, Toronto (Canada), 2015-2017 Chair, UFI Sustainable Development Committee and Moderator of the Focus Meeting
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

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 they 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 recognized 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, Executive Director, Kingsmen CMTI Co. (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 program to reduce the waste produced for exhibitions. This program involves local partnership and Hans will provide practical examples of its successful implementation.

Exchanging knowledge

QUESTIONS & ANSWERS with the panel of speakers

Sustainable Development Committee

Two committee members in the spotlight!

Initiated in 2008 in recognition of the need for UFI to consider this important issue, the UFI Sustainable Development Committee is now composed of 23 UFI members who represent all world regions, and all segments of the exhibition industry – venues, organisers, service providers and associations.

Of the many contributions these members are making to the recognition of sustainability in the event industry, here are two recent examples:



FIONA PELHAM, Managing Director of Sustainable Events Ltd and Positive Impact (UK), has been elected Chair of Meeting Professionals International.

Fiona has been an active member of the committee since 2012, developing the “8 Steps to Sustainability” course for UFI and helping set up a simplified version of the GRI sustainability reporting guidelines exhibition industry events.

(go to www.ufi.org/susdev for more information on both products). Fiona, who is also Chair of ISO 20121, the Management System Specification standard for sustainability in event management, often speaks at UFI events.



ERIC RICAURTE, CEO of Greenview (Singapore), recently launched the annual results of the “Green Venue Report”, which was conducted in partnership with Twirl Management (USA) and covers 30 venues in six countries (go to www.greenvenue.com for more information).

Eric is an expert in the metrics, measurement, and reporting of carbon and other sustainability performance

indicators within the hospitality sector. A new member of the committee, Eric will contribute to the development of measurement tools for the exhibition industry.

Eric will also present the results of the report during the UFI Focus Meeting on Sustainable Development on 24 February 2016 in Chiang Mai (Thailand) ahead of the UFI Open Seminar in Asia on 25-26 February. Registration will open soon.



11th UFI Open Seminar in Asia
Digital Disruption 25 - 26 Feb. 2016
Co-located event - 24 Feb. 2016
UFI Focus Meeting on Sustainable Development



Mobile Marketing

Are you using mobile marketing tools?

A question has been keeping the members of the UFI Marketing Committee awake at night! They would like to know: What is the status quo of our industry when it comes to new mobile technologies for the marketing of exhibitions?

Mobile marketing is the use of mobile digital devices – tablets and mobile phones – to conduct marketing activities directed towards different target groups. For example, an exhibition organiser might use mobile marketing to reach out to visitors before, during and after the event, or a venue might use mobile marketing to communicate with potential organisers. Specific networking and matchmaking services can be added to your shows, and navigation during the show can be facilitated. Are we all using it already? What are the challenges when marketing goes mobile? How do you handle mobile marketing within your organisation? Do you have a mobile marketing strategy?

Questions like this are asked in the latest UFI Survey on Mobile Marketing, which will be run in November. If you would like to participate in this survey or receive more information, please contact Rowena Arzt at rowena@ufi.org. Individual results will be handled confidentially.

The UFI Marketing Committee is looking forward to your participation! We will share the results at an upcoming UFI meeting and in a publication.

ICT Committee Meeting

Early this autumn the UFI ICT Committee met to launch discussions about the 2016 Technology Award and evaluate the possibility of organising an ICT event in 2016.

More information about the UFI ICT Award can be found on page 23. Stay tuned for additional information on the ICT event planned for 2016.



The workshop fuelled a lively debate, particularly among the heads of digital marketing for German and Swiss exhibition centres, stressing the importance of data management and visitor experience at trade shows. Sharing their experiences around the table, all members revealed they had already implemented actions in these two directions, or planned to do so shortly.

After the meeting all participants were invited to share a beer under the Festhalle Schottenhamel at the Oktoberfest to continue the discussions.



UFI Technology Award 2016

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

After the official closing of the UFI ICT Committee Meeting, its members were invited to participate in the workshop on exhibition industry trends initiated by Adventics and Gunnar Heinric.

Education Committee Meeting

The Exhibition Industry as a future career

In late September the UFI Education Committee met in Berlin at the kind invitation of AUMA. Besides a visit to the Deutsche Messebibliothek and the AUMA Institute, there was a long agenda to be worked on: The UFI Award 2016, the UFI HR Manager Meeting, the preparation of the SIG Education at the Congress, and last but not least, which tools might help to better describe the various job opportunities in the exhibition industry. All is linked to the topic “the exhibition industry as a future career.”

Since we are seeing a growing importance in the question: “Where do the next generation leaders for the exhibition industry come from?”, we decided to dedicate the 2016 UFI Award to the topic: **fit for the future – how to prepare your future leadership**. We would like to see entries where exhibition companies have successfully implemented programmes and activities to strengthen their next generation leaders,” said Rowena Arzt, Director of Business Development of UFI. Enrica Baccini, Fondazione Fiera Milano and Chair of the UFI Education Committee added: “It is really a difficult question to which extent an exhibition company needs “fresh blood” from outside our industry. But, I believe it is important to especially: look inside the companies for the high potential and prepare them for the future.”

The relevance of this topic became increasingly obvious in a panel discussion during the 82nd UFI Congress in Milan. During this panel Mike Rusbridge, Maria Martinez and Janice Rogers, together with Marco Giberti, discussed how to win the war for talent. It is a topic which will keep the Education Committee and the HR Manager Network busy in the future. If you’d like to get involved, please contact Rowena Arzt at rowena@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

UFI renews the Exhibition Management Degree programme

Due to new requirements of the exhibition industry and based on experiences in recent years, UFI is to renew its Exhibition Management Degree (EMD) programme.

UFI initiated the EMD programme in 2008. Since then, it has been conducted 15 times at different destinations around Asia, the Middle East, Europe and Russia, with the most recent terminating in Bangalore (India) in August this year.

Individual composition of EMD programme

The programme emphasizes subjects concerning the entire meeting industry, including trade shows, congresses and special events, with a special focus on the exhibition industry. The total programme includes 150 teaching hours. In future, participants will be able to compose their own programme of a minimum of 120 hours corresponding to their own specific interests, whether they are an organiser, venue operator or service provider. A few subjects are compulsory, and the rest can be individually selected. At the beginning of the programme, 32 hours are taught during face-to-face sessions. A further 72 hours are embedded in an e-learning programme over about five months. Additionally, the participants work together on a joint project.

New EMD subjects: Venue and Sales Management

The comprehensive EMD programme considers the cross-functional character of exhibition management. Each module contains subjects concerning “Business Management”, “Marketing Management”, “Service Partners of the Meeting Industry”, “Project Management” and “Special Cross-Section Subjects”. In response to participants’ demands, UFI will offer two new subjects, “Venue Management” and “Sales Management”, starting in 2016. The segmentation of the content is shown in the diagram below.

The training programme provides support for the exhibition industry by upgrading management qualifications, improving project management quality and securing companies’ long range profit potentials. The target groups for the EMD programme are managers with exhibition and convention organisers and centre managers. It is also suitable for project managers and qualified operating staff. UFI always cooperates with member companies in specific areas. Therefore, we invite our members to become a host for the EMD programme.

Call UFI or send an e-mail to emd@ufi.org for detailed information. We will come back to you immediately.

Module M1	Hrs	Module M2 – e-learning	Hrs	Module M3 – e-learning	Hrs	Module M4 – e-learning	Hrs
1.1 Introduction into the exhibition industry	4	2.1 Intercultural management	8	3.1 Controlling, Finance and accountancy, treasuring	6	4.1 Strategic management	8
1.2 Exhibition marketing + Sales Management	12	2.2 Participation in exhibitions – the exhibitors view	6	3.2 Market research	8	4.2 Customer Relationship Management (CRM)	6
1.3 Project management for exhibitions	12	2.3 Special event marketing	4	3.3 E-marketing, social media 3.4 Public Relations	8	4.3 Sponsoring	4
1.4 Risk and crisis management	4	2.4 Service strategy and organization	4	3.5 Agencies: Promotion, incentive, event, travel agencies, interpreters	6	4.4 Special Event Management	8
		2.5 Stand building 2.6 Catering	4	3.6 Congress management 3.7 Interpretation	4	4.5 Exhibition logistics	8
		2.7 Information management	4				
		2.8 Venue management I (Technical + infrastructure)	4	3.8 Venue management II (Commercial + special areas)	4		
						Final test	4
1.9 Joint project	2	2.9 Joint project	2	3.9 Joint project	2	4.9 Joint project	4
Contact hours equivalent)	34		36		36		44

UFI HR Manager Meeting

Gaining talent for our industry and developing it!



As we operate in an increasingly complex, competitive and challenging global market, companies will rely ever more on a smart, diverse and flexible workforce. Consistently, the CEOs of UFI's largest member companies have identified the recruitment, development and retention of the best quality people as one of their highest priorities. During the 82nd UFI Congress, HR Management was therefore high on the agenda. HR did not only keep our minds busy in the main congress sessions, but also in various meetings like the UFI CEO Think Tank, the SIG Best Practices and the SIG Education.

We are more than happy to welcome UFI members to our upcoming HR Manager Meeting on 10 December in Milan. Participants in this meeting will have the unique opportunity to discuss their current challenges and changes on a global level.

Keynote Speech:

The keynote speaker, Christa Stienen, LSG (Lufthansa Catering Company), has a long-standing background in HR management across a range of industries. She will highlight recent changes in HR management and illustrate measures to ensure a successful employee-linked future. We will jointly discuss trends and their impact on the exhibition industry. What we can learn from other service industries? How to gain talent? How to develop talent? How to keep talent? The role of the HR Manager will become the one of a Marketer.

Case Studies:

Participants in this meeting can look forward to the presentation of four very different industry cases. These cases show successful HR projects from different companies, e.g. Fiera Milano and Fira de Barcelona.

Enrica Baccini, Chair of the UFI Education Committee, explains: "During our last HR meeting, we made the experience that sharing best practices is thought provoking and very valuable. Therefore, we have integrated this in the agenda of the meeting. Exchanging on experiences is very important in the field of HR and has been largely neglected in the past."

Workshop:

The programme on 10 December will finish with a workshop. There, we will tackle the challenges of visualisation. Communication with the upcoming young GenY and the Digital Natives will change to a great extent. Stefan Ebling, renowned writer and film director, and an expert in producing concise visual messages, will lead the workshop.

Benefits of participating in the December meeting:

- Meeting HR colleagues from the exhibition industry and building a network;
- Exchanging on current trends for HR in the exhibition industry with your peers;
- Seeing best practices from other exhibition companies;
- Discovering examples from outside the exhibition industry
- Learning about visualisation and how methods of visualisation can be integrated in a cost-sensitive member;
- Discussing the analogousness and differences of HR around the globe with your industry peers;
- Talent Management.

"Finding new good talent is challenging. We find a great number of people moving within the exhibition industry but these are not necessarily the right fit for all positions we want to fill. In order to get high calibre staff, we also need to fish outside of our normal talent pool," explained Mike Rusbridge in an interview. We are looking forward to discussing the changing role of the HR Managers with you on 10 December in Milan!

There is only a limited number of places in this meeting. If you would like to receive more information, please contact Dr Rowena Arzt rowena@ufi.org.

2015 Exhibiting Industry Awards

UFI Award Winner 2015

We congratulate all 2015 UFI Award Winners for their great achievements. Through its annual programme of education, ICT, marketing, operations, sustainable development and art-of-the-fair poster competitions, UFI recognises notable achievements in the field of exhibitions.

The 2015 UFI Award winners were honoured during the President's Reception held during the 82nd UFI Congress in Milan, Italy.



Education

Fiera Milano (Italy) has won the 2015 UFI Education Award "Best Education initiative of the year". The winning entry demonstrated 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.



Marketing

With their personalised marketing approach, UBM EMEA (The Netherlands) won this year's UFI Marketing Award. 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.



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.



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, 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.



International Fair Poster Competition

Messe Frankfurt named Award Winner of the 19th International Fair Poster Competition. Trade fair organisers from 18 countries submitted 68 posters to take part in this year's race for "Best Generic Poster Promoting the Exhibition Industry as a whole". The poster presented by Messe Frankfurt, designed by wob AG was unanimously chosen as the Grand Award winner of the 2015 International Fair Poster Competition. 2nd Place was given to Mashad International Exhibition Company with their poster entry "ElectroWater".



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

 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?

 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

 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

 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

News from UFI Headquarters

New UFI staff at our headquarters

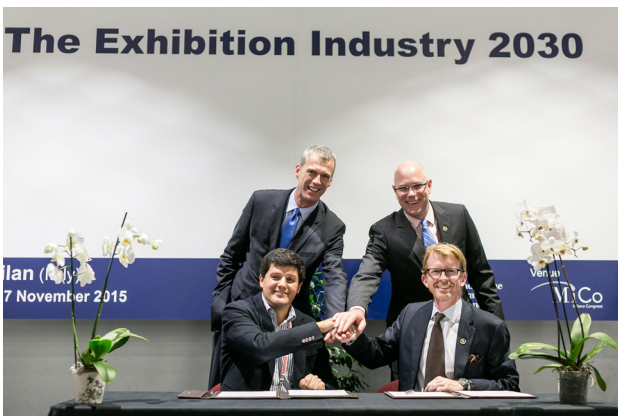
Project Coordinator for Education



Our team in Paris is happy to welcome a new team member. Eleonora Robuschi joined the UFI staff in Paris at the end of October as Project Coordinator for Education, taking over the position from Angela Herberholz who some months ago took charge of UFI's Marketing and Communications. She will work on UFI education activities, support the Education Committee, and the HR Manager Network.

Many of you might have met Eleonora at the UFI Congress in Milan, where she supported the Special Interest Group on Education. She expressed that it was a fantastic experience for her to participate in the world Congress in her home country Italy. Don't hesitate to contact Eleonora at eleonora@ufi.org in case you would like to know more about the HR Manager Meeting on 10 December 2015 or other education activities.

GES prolongs Diamond Sponsorship with UFI



UFI, the Global Association of the Exhibition Industry, kicked off its record-breaking 82nd Congress in Milan by renewing their Diamond Sponsor agreement with Global Experience Specialists (GES). In the past years, UFI has expanded its membership from 612 to 676 organisations in 82 countries, while GES have also continued to grow internationally, most recently through their acquisition of N200 | GES, an events technology supplier based in the UK and the Netherlands.

GES's ongoing support of the Diamond Sponsor programme has enabled UFI to develop new programmes and activities, while continuing to improve and professionalise its events and services. GES have enjoyed promotion across, and access to all, UFI's events, while positioning themselves as thought-leader in the technology and services space.

Kai Hattendorf, Managing Director of UFI, commented: "The Diamond Sponsorship Status is testament to our partner's strong commitment to the exhibition industry. We're proud that we are able to count on GES in our ongoing mission to serve the ever faster changing industry with the services and tools it needs."



EEIA: News from Brussels

“How trade fairs and exhibitions contribute to SME internationalisation”

European Parliament Breakfast hosted by Bernd Lange MEP, Chairman of the Committee on International Trade.

On 21 October 2015, the European Exhibition Industry Alliance held a Breakfast Meeting in the European Parliament. It was hosted by Bernd Lange MEP, Chairman of the Committee on International Trade and addressed 33 participants from the European Parliament, the European Commission and some other Brussels stakeholders in a very positive and lively atmosphere.

European companies need to internationalise in order to access new markets and to grow. Multiple EU policies and support initiatives pursue this aim. In light of this, the ongoing TTIP negotiations and the recent publication of the new trade strategy by the European Commission, the event focused on the practical implementation of trade and commerce.

Gerald Böse, Chair of the European Chapter of UFI and CEO of Koelnmesse (Germany), and María Martínez, EMECA President and Member of the Management Committee of IFEMA (Spain), presented key findings about how trade fairs stimulate innovation and connect businesses with customers and cooperation partners globally – in Europe and in the target regions worldwide. As 90 % of the world's sector-leading trade fairs take place in Europe, for SMEs, internationalisation can most easily start at home, on their doorstep. Eurostat figures show that SMEs in the EU still have an enormous, unexploited, potential as exporters. This potential can be activated and addressed with tailored measures. María Martínez highlighted the community aspect of exhibitions and the fact that fairs are democratic instruments offering the same visibility and chances to small or big companies in one sector. Digital offers complement trade fairs, facilitating access to companies and products all year round. She outlined several measures that can serve as incentives and increase chances for companies, such as partner country concepts, group pavilions, B2B matching supported by digital services, paired with international buyers' programmes, sector intelligence, training, competitions and awards for innovations or start-ups, that bridge the gap between invention and the market.

An SME testimonial underlined these points: Rafael Hierro, Director of Unimasa, a Spanish company of home and decoration products, illustrated how his company had grown and diversified. He explained that in order to enter into a new market, attending the national trade fair is the best solution, while thorough preparation as to the specific market conditions is key. He sources and sells via trade fairs: it is the occasion of the year

to meet with suppliers and get direct feedback from shop owners, who are close to the end consumers. He collects a quarter of his sales in trade fairs and more than a third of his new clients come from fairs. For Mr Hierro, exhibitions are very intense, accelerate business and trigger a lot of strategic thinking. He considered the costs of exhibitions fair and reasonable in relation to the high quality of services and business opportunities they deliver, even compared with new digital sales platforms.

During the discussion, Members of the European Parliament pointed out the need to create new measures to facilitate access to finance and help SMEs participate in trade fairs. In return, the Commission representatives mentioned their plans for some new programmes. Barbara Weizsäcker, Secretary General of EEIA, invited the Commission to include the instrument “exhibitions” in existing and new support measures. Furthermore, she explained that early coordination between different players such as national export promotion programmes, EU-projects, other sponsored initiatives and measures offered by the exhibition organisers themselves, is crucial to avoid parallel structures, to seize synergies and maximise effects to the benefit of SMEs.

It was also highlighted that exhibitions can trigger significant social-economic improvements in the city and region where they take place, thus creating growth and securing jobs on the level of hotels, restaurants and catering, transport, logistics, stand construction and many more.

In conclusion, it became obvious that all EU representatives shared the same interest in boosting SME internationalisation and understood that trade fairs are very effective tool. SMEs or start-ups should concentrate on participating in exhibitions in Europe as a first step to internationalisation. This European Parliament Breakfast made clear that more effort should be put on making support programmes simple and accessible to SMEs, and initiatives should be better coordinated on all levels together with the exhibition organisers.

Feedback from the European Parliament after the event was very positive and some ideas for follow-up actions are already in the pipeline. This was the second EEIA stakeholder event in Brussels.

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

UFI in Lebanon

In preparation for the 2016 UFI Open Seminar in the Middle East, UFI, represented by Middle East/ Africa regional manager Ibrahim Alkhalidi, was welcomed in Lebanon recently by the loyal and prominent UFI member International Fairs and Promotion (IFP).

“The strong and highly professional support we are receiving from IFP represented by its Chairman, UFI Board member Mr Albert Aoun, promises a very successful and productive UFI meet in a lovely country amid a disturbed region,” said Ibrahim Alkhalidi.

Mr Aoun stressed the value and importance of reinforcing UFI’s regional cooperation, saying: “IFP Group takes great pride in supporting the UFI Seminar in Beirut next March 2016. IFP Group has been a UFI member for nearly 31 years now, and we have been working very closely with UFI to develop the exhibition industry in the MENA region. In the changing world of today, we have different market dynamics and different needs requiring a unified effort through UFI to prepare the exhibition industry in our region to this challenge.”



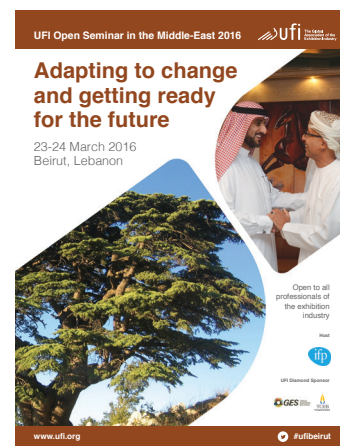
Photo: Mr Albert Aoun, IFP and Mr Ibrahim Al Khaldi, UFI.

UFI’s visit to Lebanon was a good occasion to welcome the second UFI member in Lebanon and the second association in the whole MEA region: the newly formed Lebanese Exhibitions and Conferences Association (LECA), which has just launched its activities to support and represent the sector in Lebanon.



Photo: Ms Lara Saad, IFP; Mr Albert Aoun, IFP; Mr Ibrahim Al Khaldi, UFI and Mr Alain Awad, Riviera Hotel.

Elie Rizk, LECA’s president, commented: “LECA is an association of leading exhibition and conference organisers, venues and suppliers in Lebanon. It was formed to create the public awareness about the important role of this industry in order to reset Lebanon on the international map as an economic, commercial and touristic destination. Becoming a member of UFI will help our association’s members in enhancing the local exhibitions and conferences industry through constant innovation and international know-how, to ultimately transform our local markets into one of the leading exhibitions destinations in the region.”



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



www.ufi.org

 #ufibeirut

Geographies, Sectors, Digital & the Economy

Global CEO Summit (2 - 4 February 2016)

Programme 3 February 2016



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 DES 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!

A corporate & brand global expansion case study



KLAUS DITTRICH, Chairman and CEO, Messe München International

As hosts 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

Geographies, Sectors, Digital & the Economy

Global CEO Summit (2 - 4 February 2016)

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

Strategy, structure, the Industry



Closing Remarks from the Chair

RUSSELL TAYLOR, CEO, ITE Exhibitions

Join us at the 2016 GCS in Munich

The teams at UFI and tfconnect are delighted that the Global CEO Summit, the GCS, will be organised in Munich in 2016, from 2 – 4 February, at the prestigious Bayerischer Hof Hotel in the city centre.

Registration is now open, so if you are a CEO or equivalent, for an exhibition organising company or a venue, sign up today to ensure your place via insert link

If you are interested in attending as a sponsor, contact nick@ufi.org.
And if you have a query and would like to get in touch, please [click here](#).

News updates from our media partners

THE HISTORY AND TASK OF THE CHINESE OUTBOUND EXHIBITION INDUSTRY



The history of Chinese companies attending exhibition abroad started from over 60 years ago. From the very early 1951 to the following 30 years, CCPIT carried out almost all the outbound exhibition tasks. [Link](#)

UFI CONGRESS KICKS OFF WITH FUTURE GAZING SEMINAR



The UFI Congress in Milan, held at Milano Congressi, has kicked off with a session from futurologist professor Vito di Bari. [Link](#)

UBM MEXICO CELEBRATES ITS 3RD ANNIVERSARY



With the aim of bringing together and thanking its customers and friends, UBM Mexico celebrated its success for 3 consecutive years. [Link](#)

CHALLENGING CONDITIONS



ITE Group plc, the international exhibitions group specialising in emerging and developing markets, has issued the following update for the year ended September 30 2015, prior to entering its close period and ahead of its preliminary results announcement on December 1 2015. [Link](#)

UFI GENERAL ASSEMBLY, MILAN, 5 NOVEMBER 2015



Admission of 43 new members and approval of 15 new events since the last General Assembly in Bogota (30 October 2014). [Link](#)

STEPHANIE SELESNICK JOINS TSE TEAM AS BLOGGER IN PRINT AND ONLINE



Stephanie Selesnick, president of International Trade Information, Inc. (ITI), has added the role of blogger for Trade Show Executive (TSE) to her extensive resume in the exhibitions industry. [Link](#)

REED EXHIBITIONS PARTNERS WITH CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORPORATION TO CO-PRODUCE POLLUTEC CHINA



The agreement is an important development following Reed's successful strategic agreement with the China Foreign Trade Centre (CFTC) in January of 2015. [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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please contact: angela@ufi.org
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