

UFI Member Services



UFI Membership
What does UFI
mean for me?



UFI Member Services

What does UFI mean for me?



- Networking
- Expertise
- Cooperation
- Education
- Quality
- Information
- Standards
- Communication
- Marketing
- Management
- Statistics
- Studies
- Research

“Networking with so many people through UFI brings us deeper knowledge, promotes cooperation and provides a source of fresh opportunities” **Mike Rusbridge, Chairman Worldwide, Reed Exhibitions, UK**

UFI Impact



- Over 4,500 exhibitions organised or hosted by UFI members
- UFI members in 83 countries including the 40 largest economies
- 3 UFI Offices: Headquarters in Paris, Regional Office Asia/Pacific in Hong Kong, Regional Office Middle East/Africa in Sharjah

UFI Membership Today



684 members in 83 countries

938 approved events

354 Organisers

123 Organisers and venues

97 Venues only

52 Associations

54 Partners of the Industry

4 Education bodies



UFI Members per Chapter

- Americas: 65
- Asia/Pacific: 237
- Europe: 308
- Middle East Africa: 73



UFI Annual Congress

1925 - 2016



2016: Shanghai, **2015:** Milan, **2014:** Bogota, **2013:** Seoul, **2012:** Abu Dhabi, **2011:** Valencia, **2010:** Singapore, **2009:** Zagreb, **2008:** Istanbul, **2007:** Paris, **2006:** Beijing, **2005:** Moscow.



UFI CEO Events



Global CEO Summit,
Munich, Germany
2 – 4 February 2016
-By invitation only-



Open Seminars

Topical seminars open to all exhibition professionals, whether members or not!



Upcoming UFI Open Seminars:

- Asia – Chiang Mai (Thailand)
25 – 26 February 2016
- MEA – Beirut (Lebanon)
23 – 24 March 2016
- Europe – Basel (Switzerland)
20 – 22 June 2016

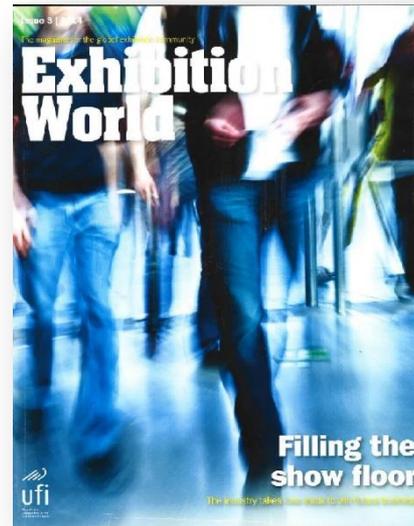
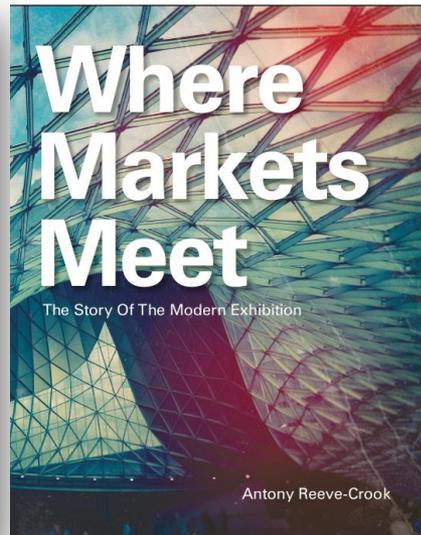
UFI Research and Studies



- Global Exhibition Industry Statistics
- UFI Global Barometer
- Status of Sustainability in the Exhibition Industry
- Euro Fair Statistics report
- UFI-BSG Report on the Trade Fair Industry in Asia
- The Exhibition Industry in the Middle East and Africa
- Delphi Study



UFI Professional Publications

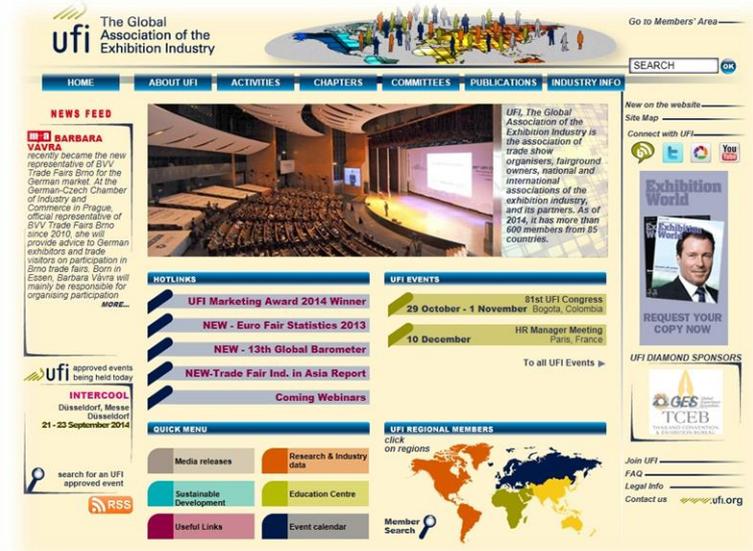


Online Information

www.ufi.org



- Studies and recommendations
- Online educational programme
- Database access
- Industry information
- UFI events and meetings
 - Programme & online registration
 - Speaker presentations



In Q3 2015 we are launching a new website.

2015 UFI Awards

UFI Professional Recognition Awards



Suntec (Singapore)



UBM EMEA (The Netherlands)



UBM EMEA &
Sands Expo and Convention
Centre, Marina Bay Sands
(Singapore)



Fiera Milano (Italy)



International Fair Poster Competition

Messe Frankfurt (Germany)
Mashad International Exhibition Company (2nd) (Iran)

Join the UFI Awards 2016



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

Application deadline 29 January 2016



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

Application deadline 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

Application deadline TBC



UFI Technology
Award 2016

Digital Innovation
What will be our tools for the future?



The Global
Association of the
Exhibition Industry

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

Sponsored by:


Application deadline 25 February 2016



Int. Fair Poster Competition
Application deadline 10 June 2016

UFI Working Committees

- UFI Education Committee
- UFI ICT Committee
- UFI Marketing Committee
- UFI Operations & Services Committee
- UFI Sustainable Development Committee
- UFI Associations' Committee



The UFI “Community”



UFI Events: Congresses; Open Seminar in Asia; Open Seminar in MEA, Open Seminar in Europe; UFI Focus Meetings; Global CEO Summit; HR Managers Meeting.



- UFI Blog www.ufilive.org
- LinkedIn Groups
- UFI TV – [Youtube](#)
- UFI Photos: www.ufi.org/photos
- UFI Twitter: @UFILive
- UFI [Facebook](#)

UFI Education

Opportunities



- UFI Exhibition Management Degree (UFI-EMD)
- International Summer University (ISU)
- HR Managers' Network
- UFI Webinars
- Online course: “8 Steps to Sustainability”
- UFI Self-Study course: “The Role Of Exhibitions In The Marketing Mix”

“UFI offers a qualified course for young professionals in Cologne (ISU), long lasting F2F and online courses wherever there’s a need for education (EMD) and can give information on courses carried out by universities and associations on a national level. There are also so many knowledge resources to stay update with the latest trends and to make your own education path.” **Dr. Enrica Baccini, Chief Research and Development Officer, Fonazione Fiera Milano, Italy**

UFI Training Courses

UFI-EMD (Exhibition Management Degree)



2007- 2015: 13 programmes in 6 different locations around the globe with 330 graduates from 26 countries!



More information on the UFI [website](#).

 #ufieducation

8th International Summer University

For Trade Fair Management

Cologne, 8th – 10th June, 2016

 #ufiisu16



Customer Journey – Touring the Trade Fair Touchpoints



“Excellent balance between academy and practitioners! Participants can apply their learning to their respective industries. I would encourage everyone who wants to upgrade their knowledge to participate in the ISU!” **Markus Tan, Deputy Director (Singapore Tourism Board)**

Webinars @ UFI

UFI Education



Recorded webinars (2013 - 2015)

- Exhibition industry in the MEA from an expert in the region
- Why are exhibition companies so bad when it comes to online!
- Explore the cultural aspects of successfully developing business in LATAM
- Strategic data management
- Delphi Study - The international exhibition, industry and its future - outlook, challenges, results and trends
- The omni-channel marketing for B2B, how to source and capture business opportunities
- Strengthen your business relations with the help of emotional intelligence
- Reporting on your sustainability initiatives with the GRI framework
- The Latin American Exhibition Industry
- Key success factors for international project management
- Successfully navigating the US Exhibition Market
- Exhibitions 2.0 - Using social media to market, manage and improve trade shows and exhibitions
- Showing your exhibitors how strategic exhibiting grows businesses
- How to start reporting on your sustainability initiatives
- Learn how to implement sustainability
- Help your exhibitors to measure ROI and ROO
- Selling events in and after a recession
- Working with exhibitors to raise the bar on performance

Online Course: “8 Steps to Sustainability”



- Provides a solid introduction to the concepts of sustainability and identifies the steps to creating a worthwhile sustainable development action plan

- 1) Introduction to Sustainability
- 2) How to Start
- 3) Planning
- 4) Issue Focus
- 5) Preparing
- 6) Implementing Sustainability
- 7) Monitoring and Reviewing
- 8) Promoting Sustainability

- Beneficial prices for UFI-member companies!
- Successful completion of the course is rewarded with an official certificate

UFI Self-Study Course

“The Role Of Exhibitions In The Marketing Mix”



The course lasts about 8 hours. It can be used free of charge. Included in the programme are PowerPoint presentations, PDF versions for text reproduction, case studies and even exam questions.

The course is available in the following languages:

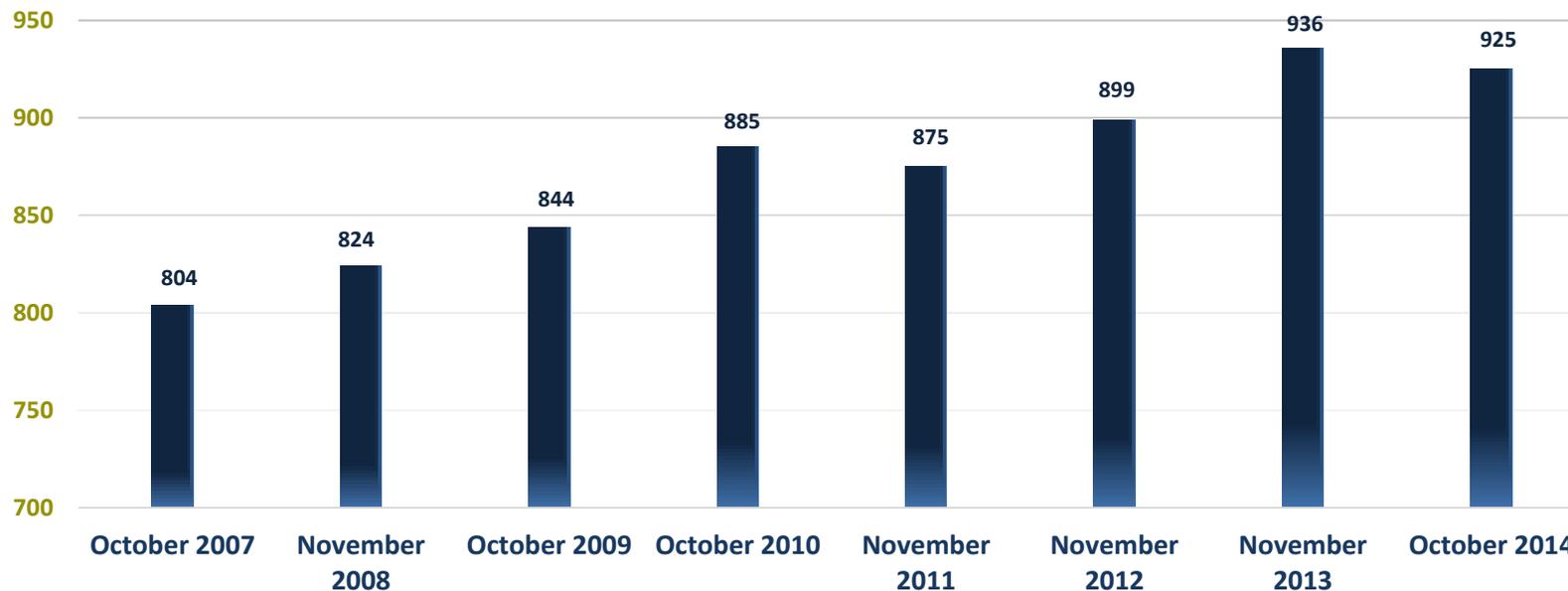
Arabic, Chinese, Czech, Dutch, English, Italian, Polish, Romanian and Thai.



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The Global
Association of the
Exhibition Industry

UFI Approved Events since 2007



"For the international CES the "UFI Approved" quality label acknowledges our international outlook and provides us with recognition as a world-class leader in the exhibition industry" **Gary Shapiro, President & CEO, Consumer Electronics Association, USA**



Code of Ethics

As members of UFI, the Global Association of the Exhibition Industry, we agree to uphold the principles of respect, integrity, responsibility and professional behaviour in the conduct of our business and in our relations with our clients and colleagues.

As a UFI member

We believe that a commitment to ethical conduct is a constructive approach to successfully achieving our professional goals.

We will conduct professional activities in accordance with accepted standards, and applicable laws and regulations.

We will respect UFI's Statutes, Internal Rules and all obligations arising from membership.

We will provide accurate, reliable information concerning our activities and commitments, notably in terms of exhibition statistics and use this information in all our communication material.

We will write contracts in such a fashion that they are clear and fair and honour them accordingly.

We will recommend service suppliers who are professionally sound and who are in compliance with recognised standards of health, safety and environment.

We will respect the intellectual property of others and to protect the confidentiality of privileged information provided to us during business activities.

We will support the practice of sustainable development within our industry.

We will strive to continually improve the level of our professional competence and ability.

We will support the organization's activities as it promotes, serves and represents the exhibition industry.

What does UFI mean to me?



The more you put into UFI the more UFI will give back to you!



UFI on Social Media



@ufilive



www.ufilive.org



UFI Facebook



UFI Picasa Picture Gallery



UFI on LinkedIn

[UFI Members Group](#)

[UFI Education Group](#)

[UFI Technology Group](#)



UFI.TV



Contact Us



Headquarters:

17, rue Louise Michel
F-92300 Levallois-Perret
France

Tel: (33) 1 46 39 75 00

Fax: (33) 1 46 39 75 01

E-mail: info@ufi.org

Asia/Pacific Office:

Suite 4114, Hong Kong
Plaza

188 Connaught Roast West
Hong Kong, China

Tel: (852) 2525 6129

Fax: (852) 2525 6171

E-mail: asia@ufi.org

Middle East/Africa Office:

Expo Centre Sharjah, UAE

Tel/Fax: (971) 6 599 1352

E-mail: mea@ufi.org