

UFI Asia/Pacific Chapter Meeting

2nd March 2023

10:30AM – 11:40AM

Kuala Lumpur, Malaysia

Michael Duck
UFI President

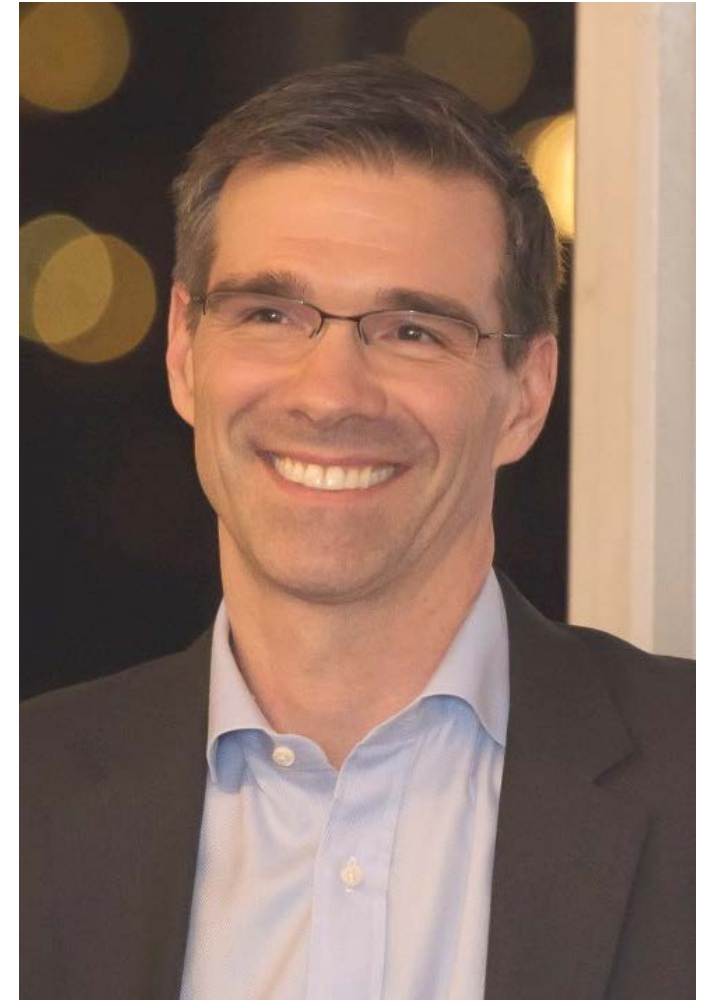


Kai Hattendorf
UFI Managing Director / CEO



Regional Update

Mark Cochrane
Regional Director, Asia/Pacific



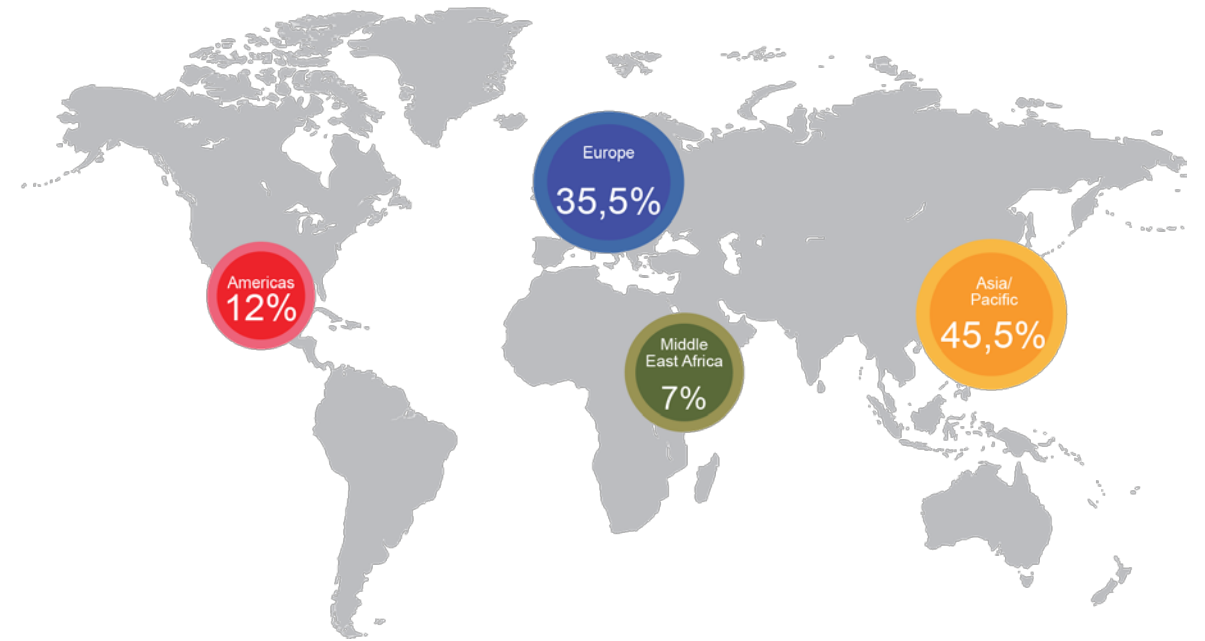
Chapter Business

Global membership today

818 members in **85** countries/regions

- **451** Organisers
- **98** Organisers and venues
- **118** Venues
- **67** Associations
- **84** Partners of the Industry

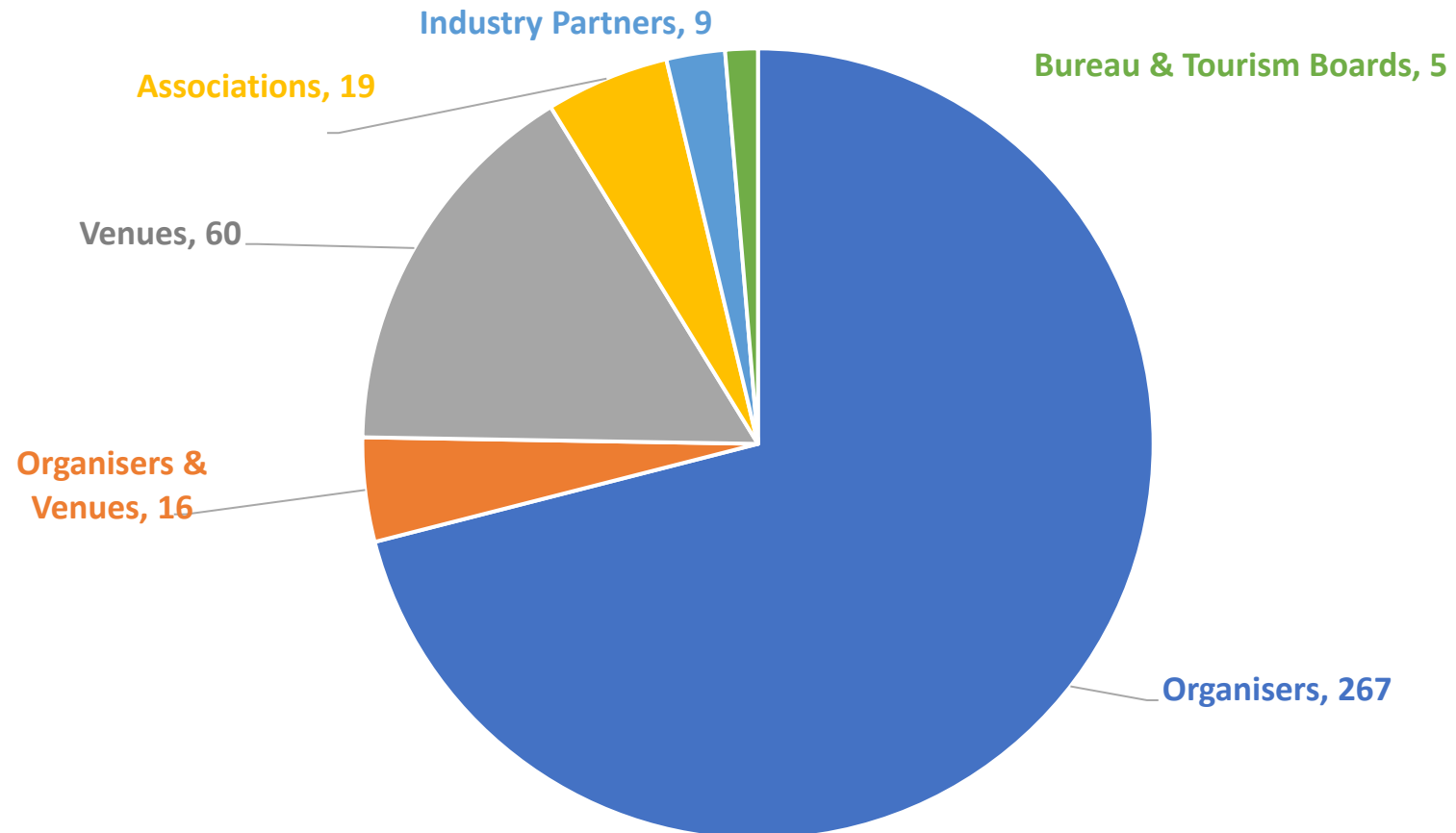
Members by region



Chapter Business

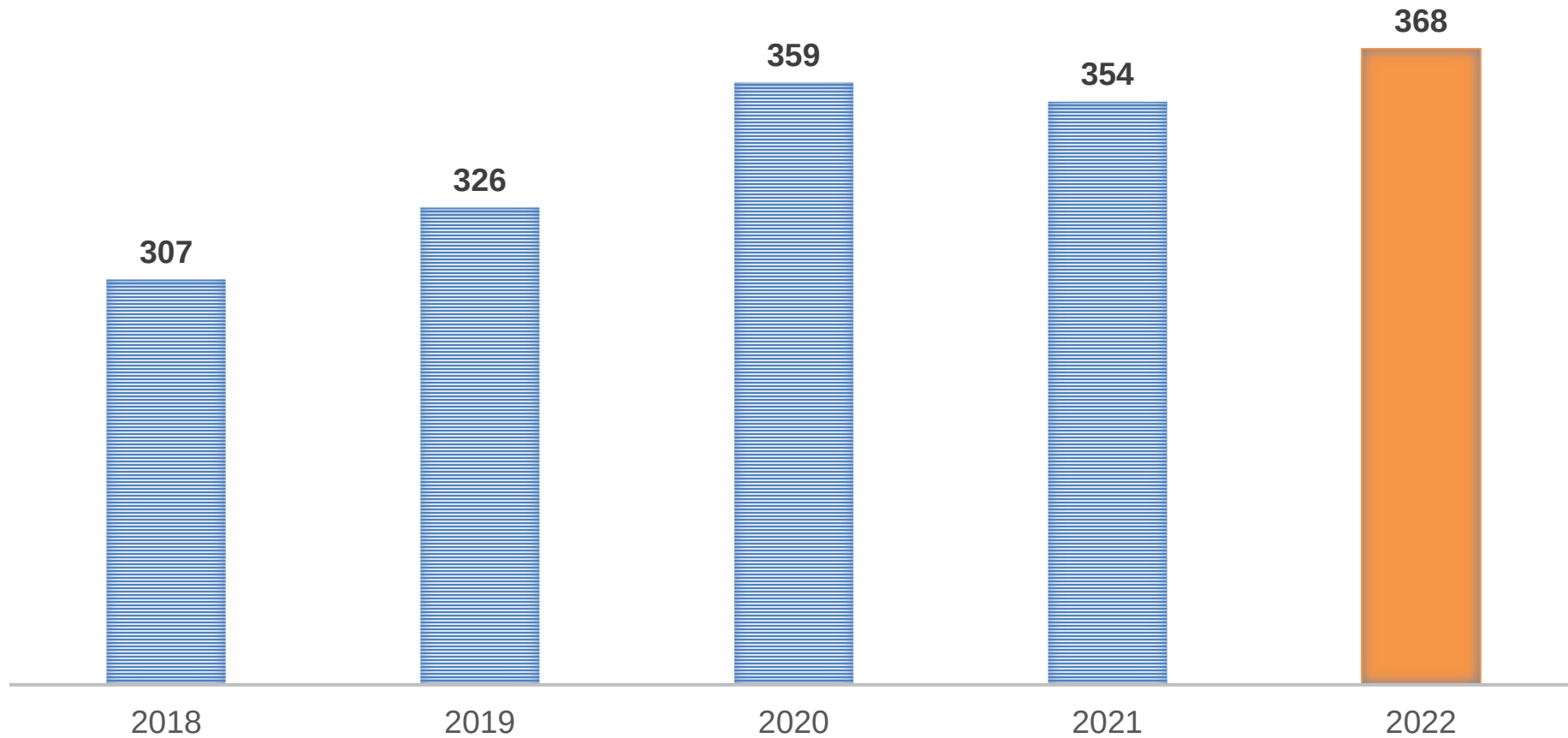
Asia/Pacific membership today

376 members
20 countries / regions



Chapter Business

5-year Asia/Pacific membership development



Chapter Business

New members in Asia Pacific in 2022

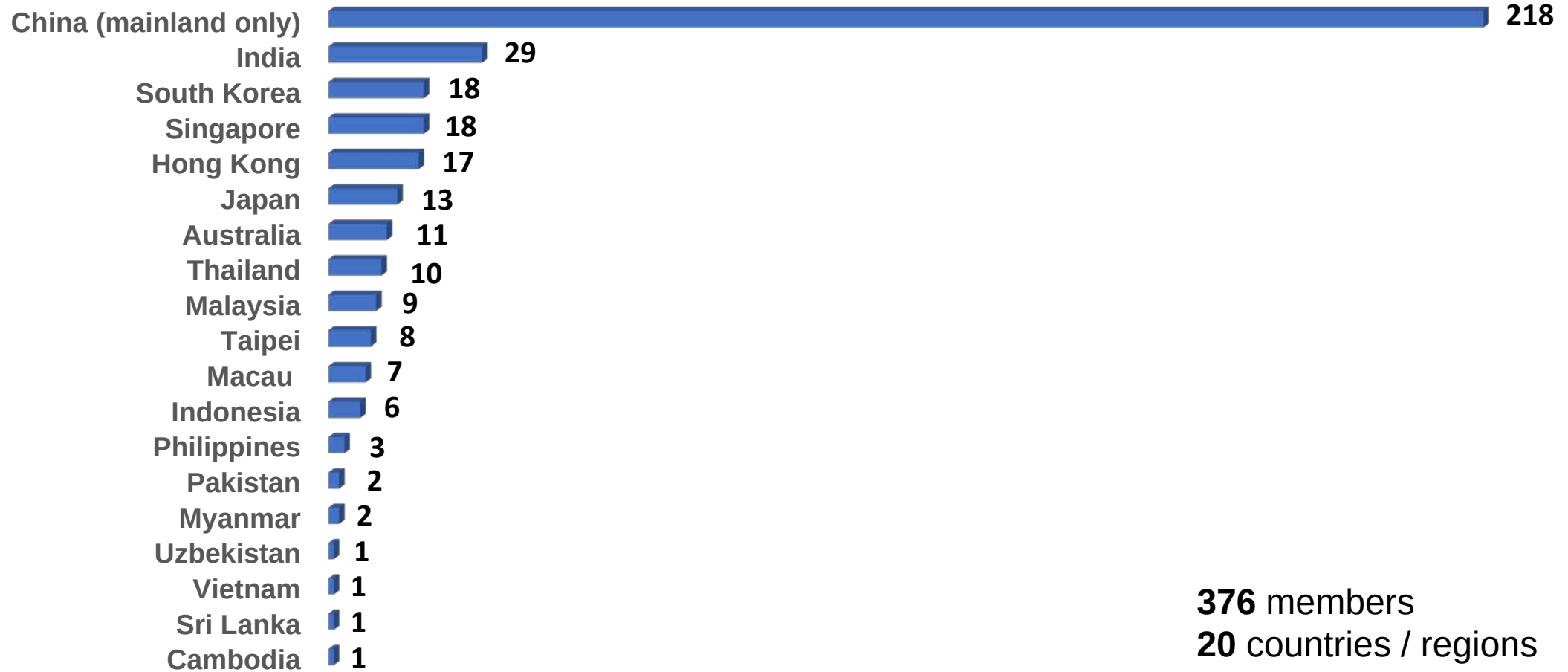


- **30 new members organisations:**
 - 27 new organiser members
 - 2 new venue members
 - 1 new associate member (partner)

- **37 exhibitions accredited by UFI:**
 - 8 UFI Approved International Events (4 from new members & 4 from existing members)
 - 29 UFI Approved Events (22 from new members & 7 from existing members)

Chapter Business

UFI members in Asia/Pacific by market



376 members
20 countries / regions

Chapter Business

UFI connects

We continue to provide content on topical and timely subjects via our UFI connects sessions.

When the news of China re-opening broke, we hosted an UFI connects shortly after to discuss the impact. Over 100 members registered for this session.

Impact of Changing COVID Restrictions in China on Business Events

Wednesday 21 December 2022
4pm HK time, 12am Dubai, 9am Paris, 8am London

Register at: www.ufi.org/uficonnects

ufi connects
The Global Association of the Exhibition Industry
Talks / Sessions / Panels



Athena Gong
Vice President
Informa Markets Asia



Diane Chen
General Manager
Shenyang New
World Expo



Michael Kruppe
General Manager
SNIEC



Monica Lee Müller
Managing Director
HKCEC

Moderator:



Mark Cochrane
Regional Director, Asia Pacific
UFI

UFI Diamond Sponsors:



Chapter Business

2023 Elections

- **Election timelines:**

- Regional Chapters & Associations Committee : March-June 2023
- Board of Directors : June-October 2023
- Working Groups : January-June 2023

- **Call for candidates: we appreciate your support**

- Engagement (committed, active & present)
- Diversity (men/women, age, geographies in a region)

UFI Education

UFI Certified Professional Programme in Malaysia



UFI and the Malaysia Convention & Exhibition Bureau (MyCEB) partner to boost training for exhibition industry professionals in Malaysia

The UFI Certified Professional Programme will be delivered through onsite and online training

The content of the programme will be developed and delivered by industry experts from the Asia-Pacific Region and tailored to the Region's needs

UFI Education

UFI Certified Professional Programme

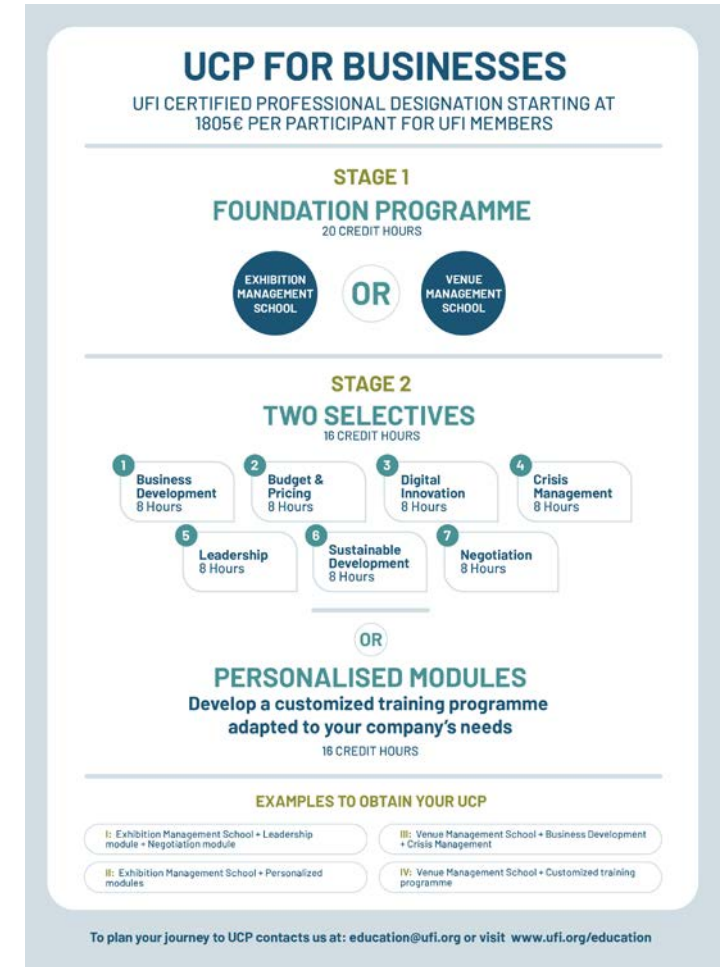


UFI Certified Professional for businesses

- Companies benefit from existing training programmes, can choose selective modules and develop customized training paths based on their employees' needs.
- Delivered onsite and online.
- UCP designation for businesses starts at 1,805 € / participant.

Contact:

Adeline Vancauwelaert at the Asia-Pacific Conference or send an e-mail to education@ufi.org



UFI Awards 2023

Apply until 15 March 2023

HR Management



Innovative retention and recruitment strategies

 The Global Association of the Exhibition Industry haward@ufi.org www.ufi.org/awards Deadline: 15 March 2023

Digital Innovation



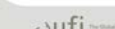
Digital innovations that deliver a business impact

 The Global Association of the Exhibition Industry diaward@ufi.org www.ufi.org/diaward Deadline: 15 March 2023

Industry Partners



Celebrating outstanding service solutions

 The Global Association of the Exhibition Industry ipaward@ufi.org www.ufi.org/awards Deadline: 15 March 2023

Marketing



The big picture: getting back to business and winning the future with strategic marketing

 The Global Association of the Exhibition Industry marketingaward@ufi.org www.ufi.org/awards Deadline: 15 March 2023

Operations and Services



Delivering trade fairs and events in uncertain times: how operations and services are focusing on the key challenges

 The Global Association of the Exhibition Industry opsaward@ufi.org www.ufi.org/sdaward Deadline: 15 March 2023

Sustainable Development



Best engagement program for stakeholders

 The Global Association of the Exhibition Industry sdaward@ufi.org www.ufi.org/sdaward Deadline: 15 March 2023

<https://www.ufi.org/awards/>

UFI Research

Barometer

30th edition just released on 31st January 2023

- Data collection remains difficult (staff changes & reductions)
- Still, one new market profile: Greece
- Globally, on average and without China, the revenues for 2022 and 2023 represent 80% and 94% of 2019 levels (without any weighting)
- “Impact of the COVID-19 pandemic on the business” now is the least pressing issue, and “Impact of digitization / Competition with other media” now ranks as the main issue, with 30% of answers (compared with 14% in 2015).



UFI Research

Euro Fair Statistics

2021 edition released in December 2022

- No edition for 2020 due to Covid-19.
- Reduced version in terms of number of events as several countries had decided to not collect / provide data for that year.
- The collection was extended to online & hybrid events.
- Decision to publish was made towards those who provided data, but that edition will not be representative.
- Greece (SOKEE) will be approached to participate in the next edition.



Calendar of Upcoming UFI Events

UFI Calendar of face to face events

UFI Asia-Pacific Conference, Kuala Lumpur, Malaysia.

2 - 3 March, 2023



UFI LATAM Conference, San Jose, Costa Rica.

25 - 27 April, 2023



UFI MEA Conference, Doha, State of Qatar.

9 - 11 May, 2023



Global Exhibitions Day 2023

7 June, 2023



UFI European Conference, Maastricht, The Netherlands.

14 - 16 June, 2023



UFI Global Congress 2023, Las Vegas, United States of America.

1 - 4 November, 2023



Global Exhibition Day

GED 2023 date



**GLOBAL
EXHIBITIONS
DAY 7 JUNE 2023**
GLOBALEXHIBITIONSDAY.ORG

Upcoming UFI supported events

In Asia

- **CEFCO 2023**
Date: Tentatively 24-26 April
Location: Shaoxing, China
- **Global Exhibition CEO Shanghai Summit 2023**
Date: 19-21 June 2023
Location: Shanghai, China
- **Asia CEO Summit 2023**
Date: 4-6 October 2023
Location: Singapore

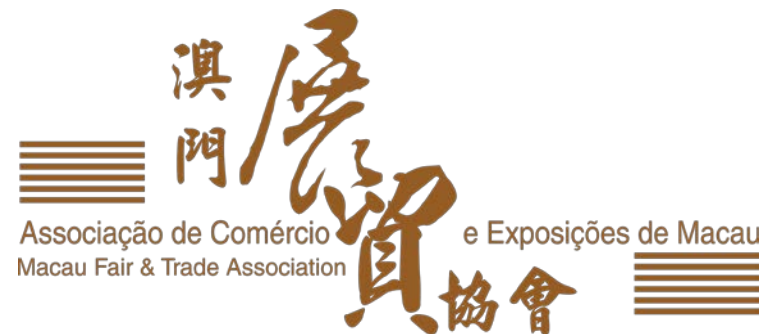


Open Discussion

- This is our first in-person chapter meeting **BACK IN ASIA** since the 2019 Asia/Pacific Chapter Meeting in Tokyo.
- With this in mind, we will open the meeting for members to share any news, updates, experiences from pandemic and challenges expected in the year ahead.

Invitation to 2024 Asia-Pacific Conference

Macau





MACAO CHINA

UFI Asia Pacific Conference 2024

Ms. Synthia Chan
Council Chairperson, Macau Fair & Trade Association
On behalf of Macao Bidding Committee

Any other business:

Questions & Comments

Next Asia/Pacific Chapter Meeting

November 2023

Las Vegas, USA



The Global
Association of the
Exhibition Industry

Thank you from the
UFI team in Asia