

European Chapter Meeting

12 June 2024
Zurich, Switzerland

Welcome Remarks



Nick Dugdale-Moore
Regional Director
Europe

Agenda

10.20 – 10.30	Welcome & Introductions
10.30 – 10.45	The Exhibition Industry – Status Quo & Trends in Europe
10.45 – 10.55	Chapter Update & UFI news
10.55 - 11.05	EEIA Update
11.05 – 11.30	Open discussion – the floor is yours
11.30 – 11.35	Announcement of the 2025 Conference host

Chapter Leadership

Chair



David Boon
Brussels Expo
Belgium

1st Vice-Chair



Antonio Bruzzone
BolognaFiere
Italy

Vice-Chair

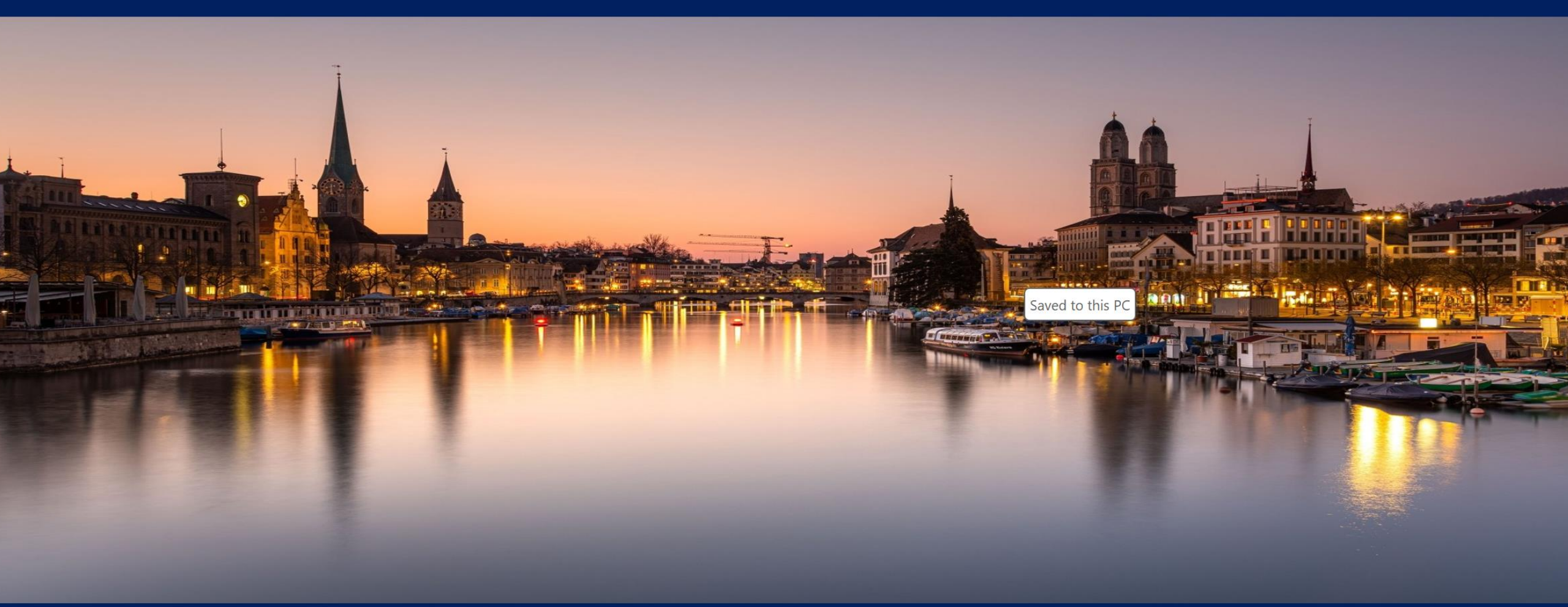


Lisa Hannant
Clarion Events
United Kingdom

Vice-Chair



Mahmut Er
IPEKYOLU International Exhibitions
Türkiye



The Exhibition Industry – status quo and trends in Europe

June 12, 2024 - Zurich

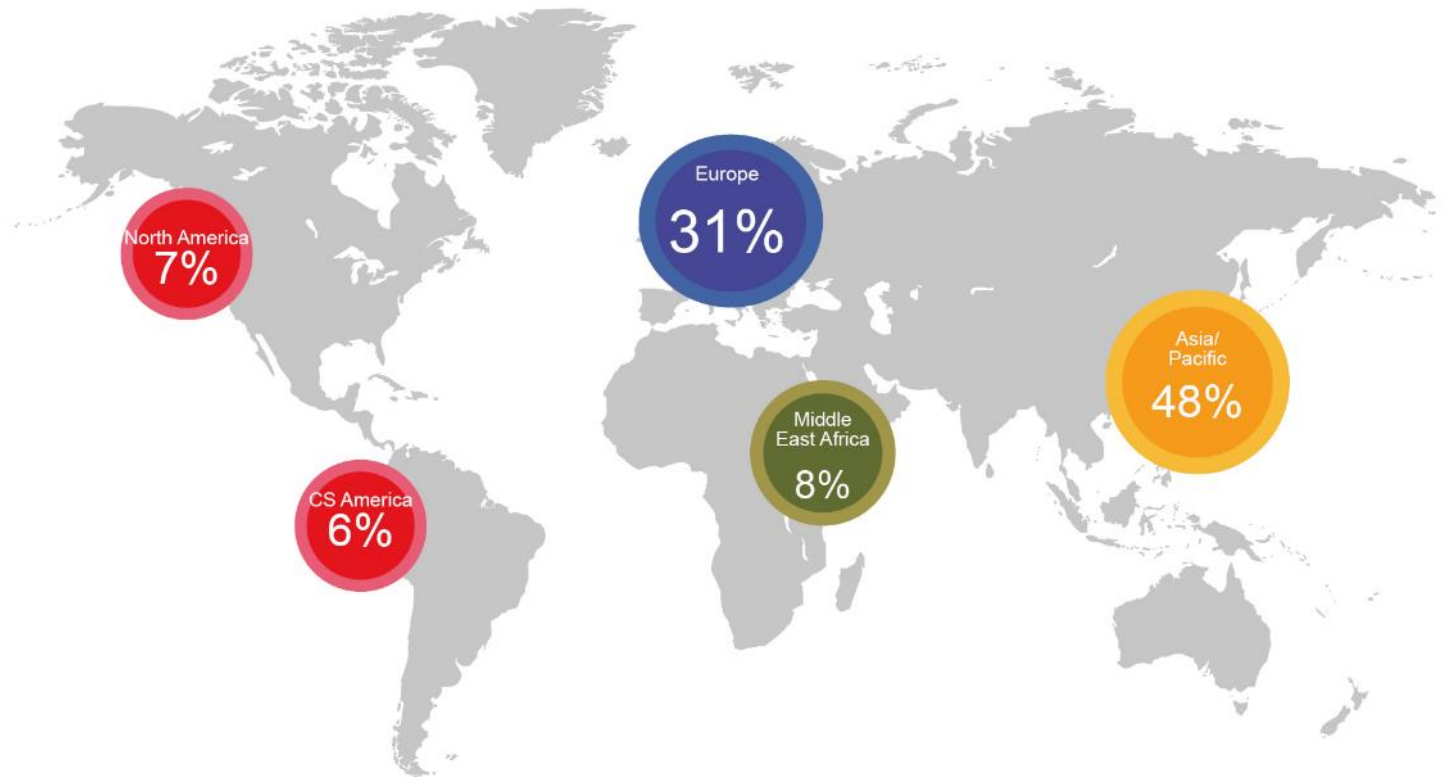
Chapter update & UFI news

UFI & Chapter update

Global membership

865 members in **88** countries/ regions

Members by Region



UFI & Chapter update

New European members

Exhibition Organiser	
TASD Fuarcilik	Türkiye
KFA Fuarcilik	Türkiye
dmg events (UK) (subsidiary)	UK
Ultimate Fintech	Cyprus
Exhibition Venue	
Oak View Group	UK
Industry Association	
Chamber of Exhibitions and Events Industry	Slovenia
Associazione IT-EX	Italy
Industry Partner	
Conteo	Switzerland
Membership status change	
Italian Exhibition Group	Change to Group member status

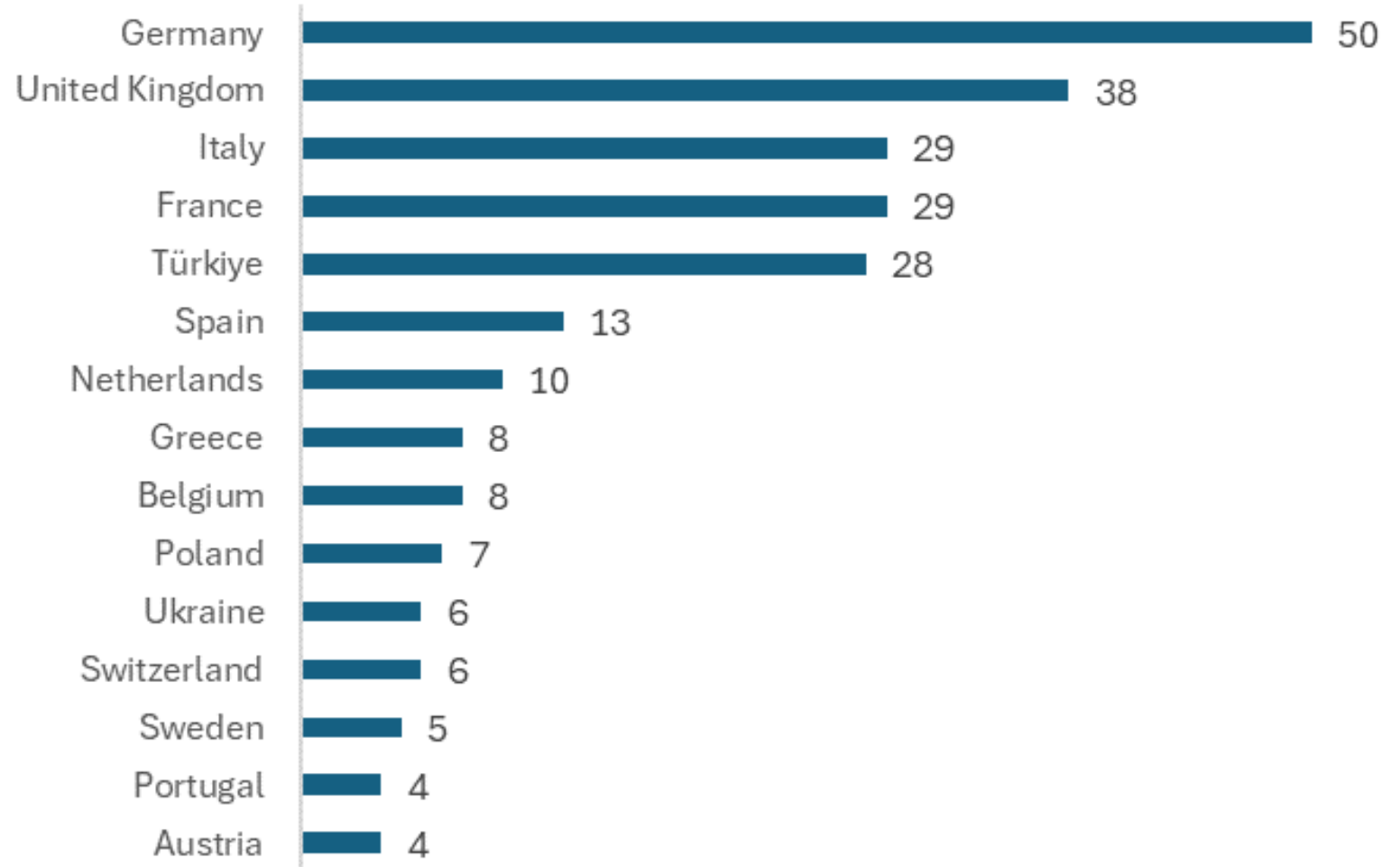
UFI & Chapter update

European membership by country

273 members

in **34** countries/ regions

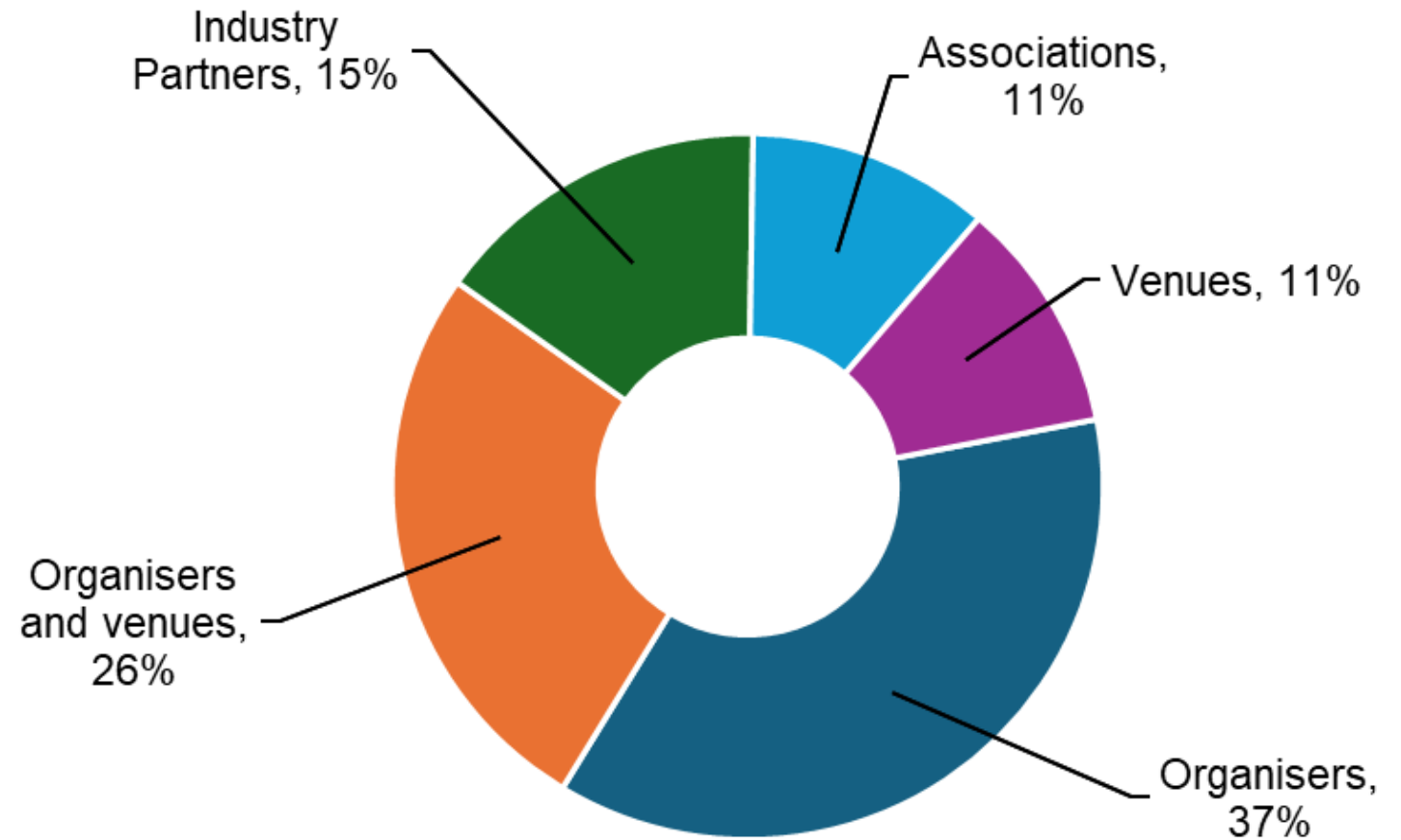
Top 15 countries



UFI & Chapter update

European membership by business category

Organisers	100
Organisers and venues	71
Industry Partners	42
Associations	30
Venues	29



Chapter Plans for 2024

Regional Development plan

Survey members to get feedback on current activities and gain a better understanding of their requirements/wants.

Host online “town hall” meetings for members with a mixture of fixed topics and “open mic”.

Aggregate European findings from existing UFI research and bundle this into a “UFI Europe” report, following pilot on this for North America.

Support, promote and leverage the EEIA – with a focus on the EU Dialogue, 17 April, Brussels.

Hold an UFI Expert Day in countries with high membership potential – Italy, Turkey.



UFI & Chapter update

Events attended / presented at since November

- **Events presented at / attended meetings at - November 2023 to June 2024**
 - December 2023 IBTM World Barcelona (Spain)
 - December 2023 Event Tech Live (UK)
 - February 2024 SOKEE Economic Impact launch (Greece)
 - February 2024 International Confex (UK)
 - April 2024 Bologna Children's Book Fair (Italy)
 - April 2024 EU Dialogue (Belgium)
 - May 2024 AFE 60th anniversary (Spain)

UFI & Chapter update

Events attended / presented at since November

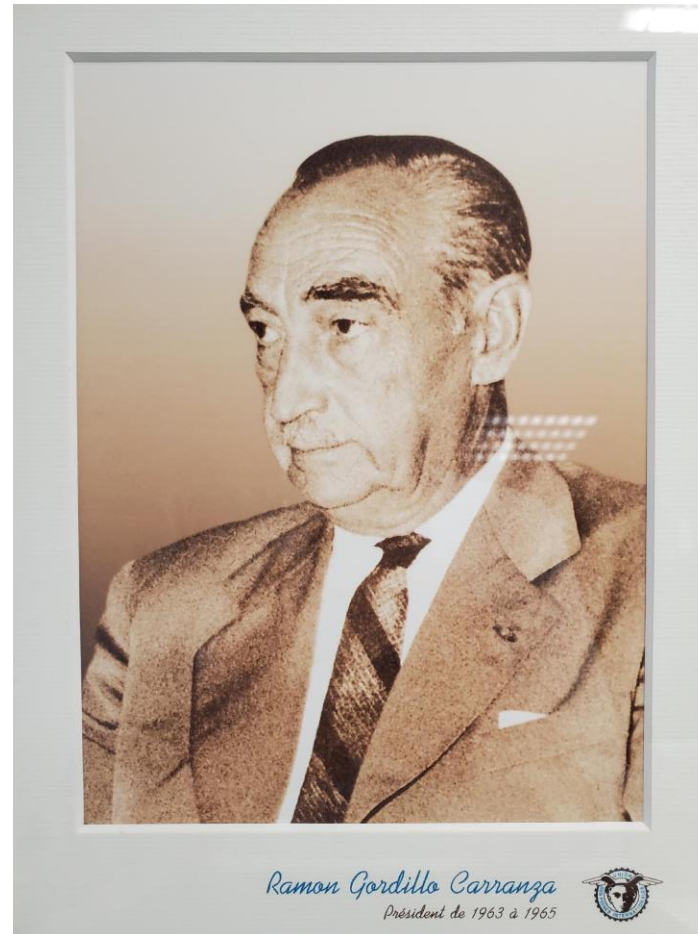
- **SOKEE Economic Impact Survey launch – Athens, Greece, 14 February 2024**



UFI & Chapter update

Events attended / presented at since November

- **AFE 60th anniversary celebration – Feria Valencia, Spain, 14 May 2024**



Membership Survey

European Members

The leadership of the European Chapter requested a membership survey to evaluate the perception of the chapter.

UFI Managament developed a survey template that can also be used for other chapter and captures perception of UFI as a whole as well.

Key findings follow on the next slides.



Membership Survey

European Members: UFI at large



UFI members in Europe give UFI a high Net Promoter score of +38

- NPS is high in the initial years of membership, then dips in years 4 and 5 before continuing to rise until year 10. It then declines slightly, settling on an above-average plateau (+40)
- Top reasons to be a member are Networking/UFI Community (23%), Industry Representation/Advocacy (15%), Professional Development/Learning (13%), UFI as global platform/recognition (11%) and support for business growth (9%).

UFI's expected role for the industry is in line with UFI's activities

- Networking/connections (44%), Advocacy/representation (26%) and Industry promotion/education (22%) listed as top roles UFI has. Global collaboration/standards and Leadership/Guidance complete the top 5

UFI's expected role for the respective member business is in line with UFI's activities

- Networking (38%), Industry insights/education (24%) and UFI's importance for business connections (20%) are listed as the top roles UFI has. Advocacy and Knowledge/resource provision complete the top 5
- Networking opportunities, Advocacy, Industry Insights/Research are the top asks for member businesses
- Networking, Information exchange, Regional engagement are the top asks for individuals

Membership Survey

European Members: UFI activities & Chapter work



Relevance of UFI activities rated high for businesses, even higher for industry at large

- Across all UFI activities, members value their respective importance for their business. The value for the industry at large is rated even higher across all areas of activities, highlighting the role and recognition of the UFI brand for the industry

Chapter Work lags behind, expected to focus on events, research

- While UFI's chapter-specific activities are valued well, they sit notably and significantly below the UFI-wide values: regional event/value for business: 8.3/10 vs chapter 7.4/10; research 8.0/ 6.9, advocacy 7.5/ 6.5)
- Survey participants list clear priorities for chapter work priorities: events (48%), followed by research (31%). Advocacy receives 13%, education 8% of mentions.

UFI HQ news

Staff Update

Pierre Aurélien Vidon joined UFI as new “Head of MarComs” on 27 May.

Sarah Stradling will join UFI as part time external “Education Coordinator” (50%) on 25 June.



UFI Events & Communities

Calendar of Face to Face Events

UFI European Conference, Zurich, Switzerland.

11 – 13 June, 2024



UFI Americas Conference, Monterrey, Mexico.

10 – 12 September, 2024



Asia CEO Summit, Singapore.

25 – 26 September, 2024, with AEO, SACEOS, SISO



UFI Global Congress 2024, Cologne, Germany.

20 – 23 November, 2024



Global CEO Summit, Milan, Italy.

5 – 7 February, 2025



UFI Events & Communities

Calendar of Face to Face Events

APAC Conference 2025, Melbourne, Australia.

13 – 14 February, 2025



UFI MEA Conference 2025, *to be confirmed*

Spring or Autumn 2025

Global Exhibitions Day 2025

4 June, 2025



UFI European Conference 2025, *to be confirmed – in this meeting!!*

May or June 2025

UFI Global Congress 2025, Hong Kong, Hong Kong.

19 – 22 November, 2025



- Global Exhibition Barometer
- Economic Impact Studies
- World Map of Exhibition Venues
- Euro Fair Statistics

Research

UFI offers reliable data and insights for members and the industry at large as research is a core element of our association's mission.

Global Reports  **Regional Reports**  **Topical Reports** 

Analysing the global exhibition industry with global comparisons. Regular market overviews on UFI's chapter regions. Focused reports on challenges and developments within the exhibition industry.

Global Reports	Regional Reports	Topical Reports
Global Barometer The Global Barometer is a bi-annual report on industry developments within the exhibitions world. 	Europe The European Fairs Statistics is an annual list of certified data for Europe on trade fairs in Europe, broken down by country. 	Global Visitor and Exhibitor Insights Data driven research reports on visitor feedback and exhibitor expectations. 
World Map of Venues Global report on venue capacity developments. 	Asia Annual analysis of market developments for Asia/Pacific by country. 	Compendiums Case studies of successful industry developments across marketing, digital innovation and sustainability. 
Economic Impact Studies Reports on the value of exhibitions. 	Latin America The first comprehensive overview by UFI of the exhibition industry in Latin America. 	United Nations Sustainable Development Goals Reports on the economic, social & environmental impacts of a number of event industry projects around the globe. 
United Nations Sustainable Development Goals 	Middle East & Africa 	

Research

Global Exhibition Barometer

32nd edition released on 6 February.

33rd edition underway for release in July.

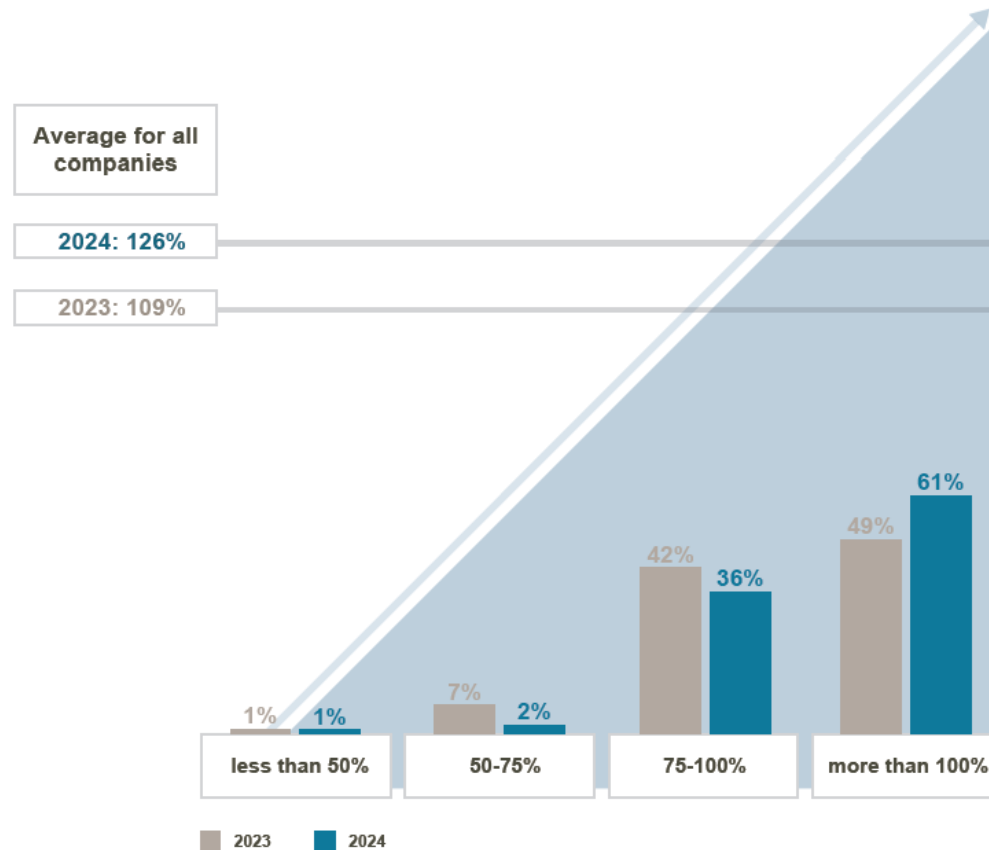
419 companies in 61 countries and regions

19 country & region individual reports

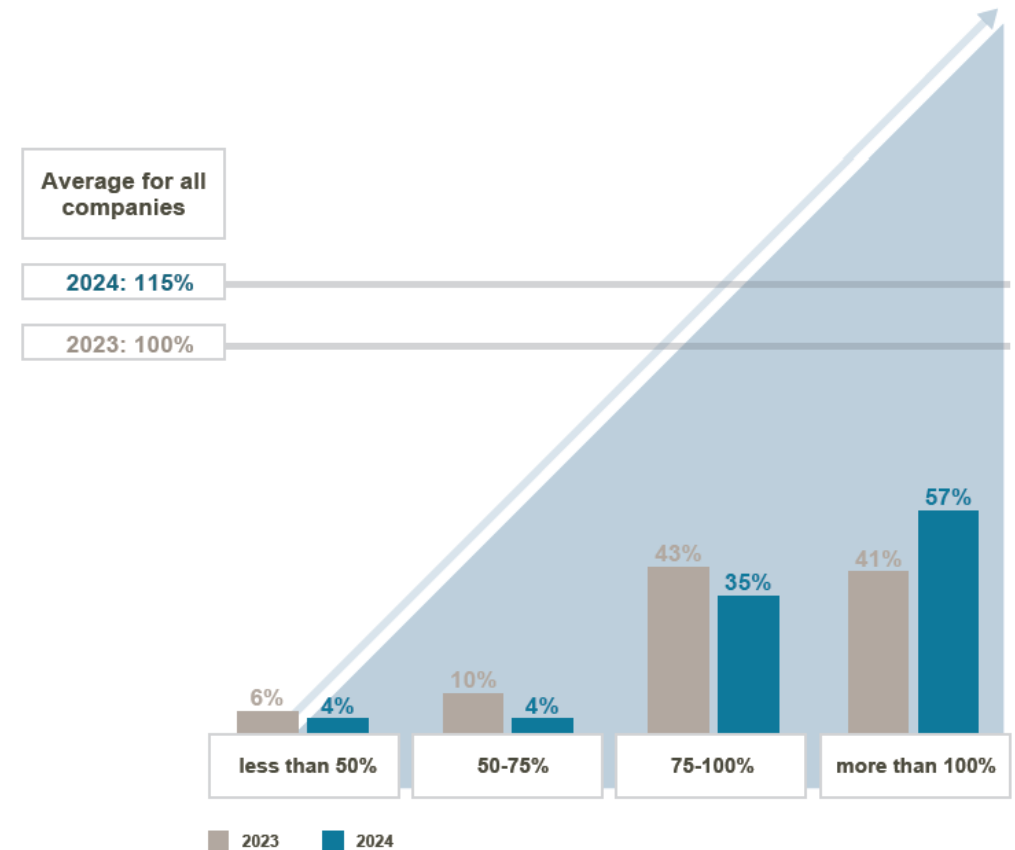


Revenue compared to 2019

Europe



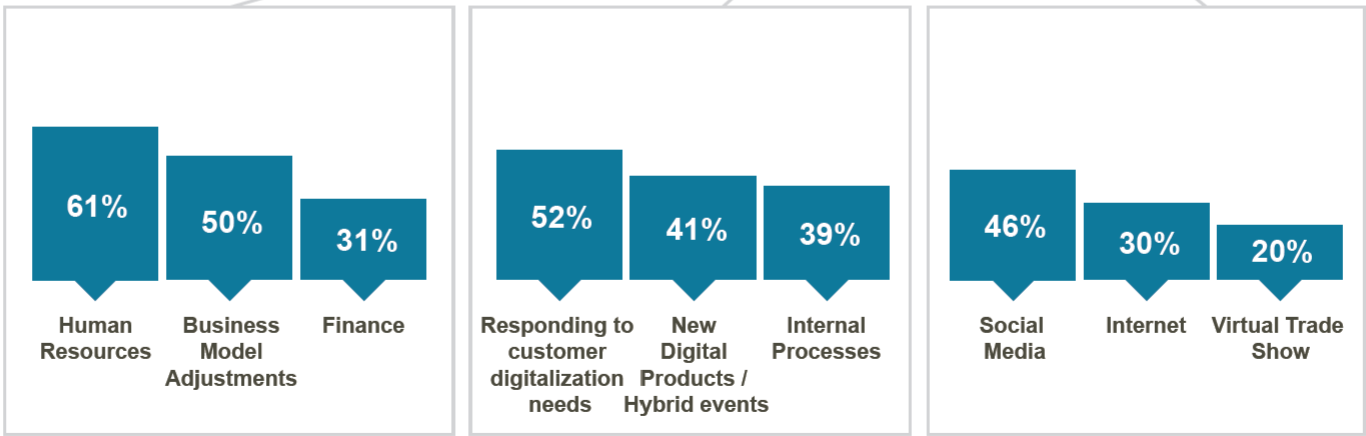
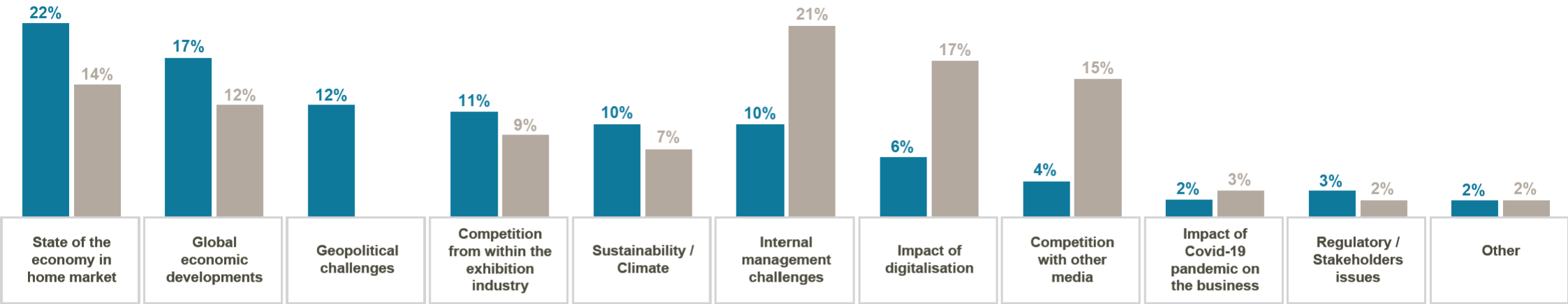
World



Most important business issues

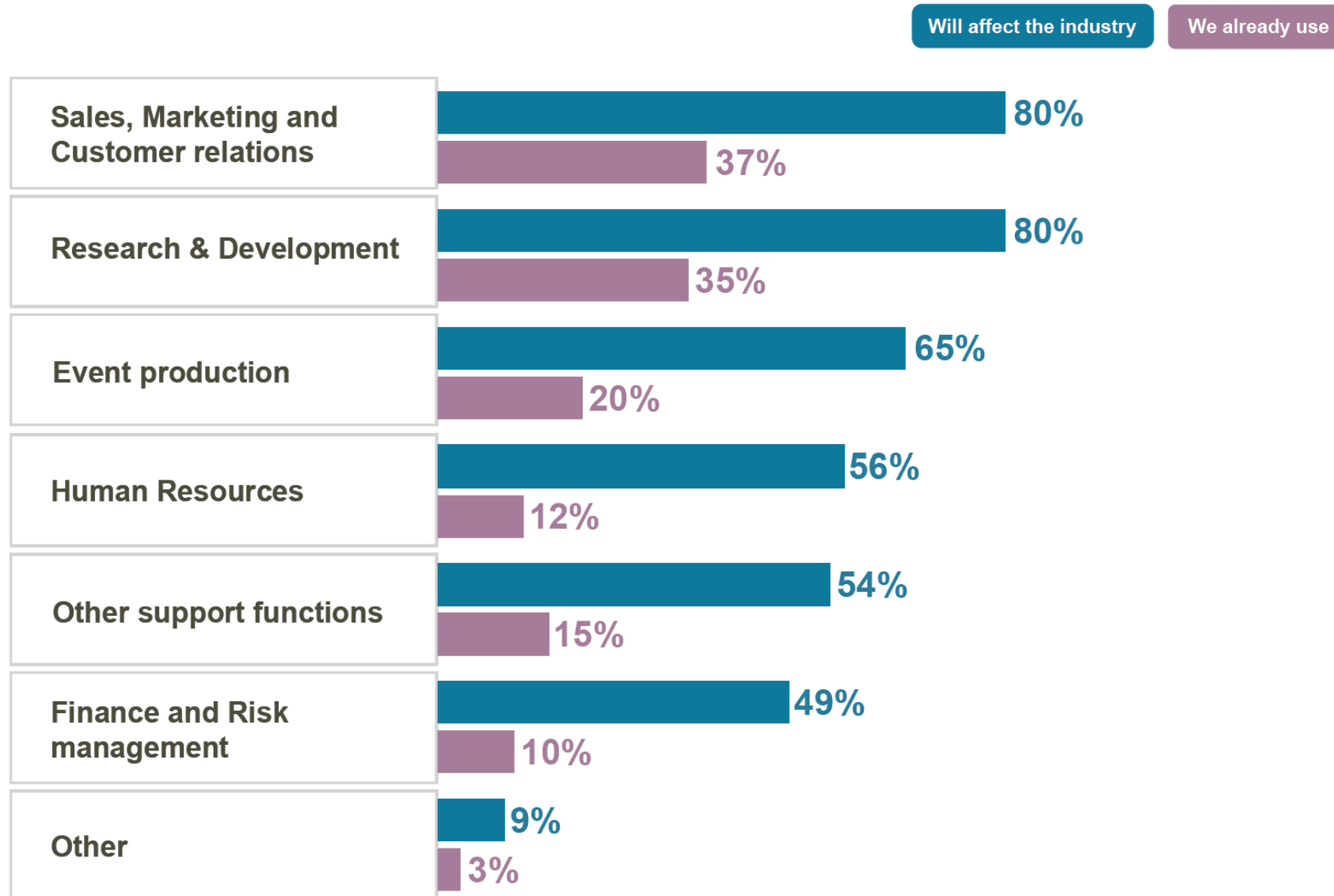
Results from current survey – January 2024

Results from previous survey – June 2023



(multiple answers possible)

Generative AI applications



Research

Economic Impact Studies

UFI developed in 2018 with Oxford Economics a model to estimate the Economic Impact (Output, GDP and jobs) generated by the expenses of participants.

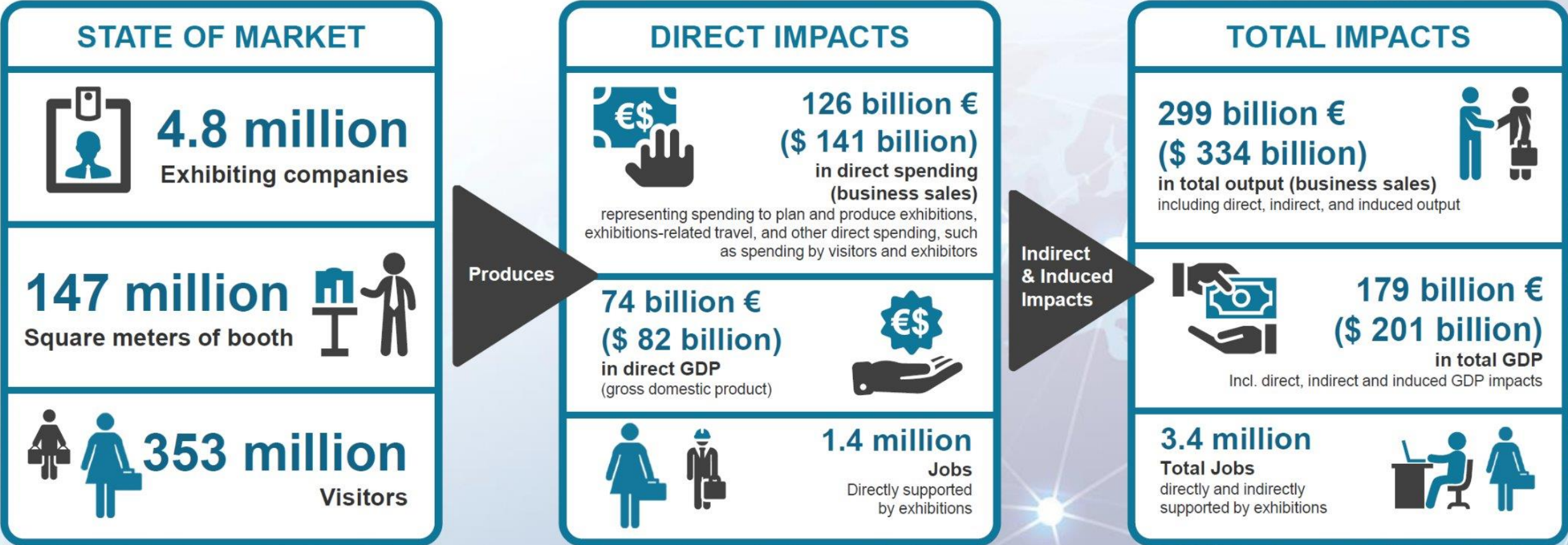
The Global report released in 2019 was updated in 2022.

UFI Member Associations can request individual country profile reports.

- A new report for Greece (and year 2022) was released in February 2024.
- An update for UK (for year 2023) is underway, for release mid-June.
- Those are to be added to the previous list of reports: Spain (2020), Thailand (2022) and UK (2019, 2022).



Global Economic Impact of Exhibitions: World



Research

World Map of Exhibition Venues 2024

First edition published jointly with JWC was released in December 2023.

2nd edition underway for release around the Congress.



UFI World Map of Exhibition Venues

Regional profile - Europe

COUNTRIES/REGIONS WITH A MINIMUM OF 300,000 SQM OF TOTAL VENUE SPACE

	Country	Total sqm	number of venues	% sqm
1	Germany	3,142,694	51	20.05%
2	Italy	2,430,390	48	15.50%
3	France	2,066,657	83	13.18%
4	Spain	1,664,387	54	10.62%
5	Russia (European part)	814,206	22	5.19%
6	Turkey	711,752	38	4.54%
7	The Netherlands	698,396	31	4.45%
8	United Kingdom	604,059	27	3.85%
9	Switzerland	457,000	15	2.91%
10	Poland	410,321	13	2.62%
11	Belgium	369,879	15	2.36%
12	Austria	321,092	11	2.05%

VENUES WITH A MINIMUM OF 100,000 SQM

1	Messe Hannover (Deutsche Messe)	Hannover	Germany	392,453
2	Messe Frankfurt	Frankfurt/Main	Germany	372,073
3	Fiera Milano (Rho Pero)	Milano	Italy	345,000
4	Koelnmesse	Cologne	Germany	285,000
5	Messe Duesseldorf	Duesseldorf	Germany	262,727
6	Paris Nord Villepinte	Paris	France	250,000
7	Feria Valencia	Valencia	Spain	223,090
8	Crocus Expo	Moscow	Russia (European part)	215,960
9	Porte de Versailles	Paris	France	212,545
10	Fira de Barcelona - Gran Via	Barcelona	Spain	203,106
11	Neue Messe Muenchen	Muenchen	Germany	200,000
12	BolognaFiere	Bologna	Italy	200,000
13	Feria de Madrid / IFEMA	Madrid	Spain	200,000
14	Expo Center City (Messe Berlin)	Berlin	Germany	190,000
15	The NEC	Birmingham	United Kingdom	182,000
16	Nuernberg Messe	Nuernberg	Germany	180,000
17	Investimenti S.p.A. / Fiera di Roma	Roma	Italy	167,000
18	Verona Fiere	Verona	Italy	155,000
19	EUREXPO	Lyon	France	142,935
20	MCH Messe Schweiz (Basel) AG	Basel	Switzerland	141,000
21	Ptak Warsaw Expo	Warszawa	Poland	129,199
22	Rimini Fiera - Italian Exhibition Group	Rimini	Italy	129,000
23	Fiere di Parma	Parma	Italy	120,000
24	Tuyap Fair and Congress Center	Istanbul	Turkey	120,000
25	Messe Stuttgart	Stuttgart	Germany	119,800
26	Feria de Zaragoza	Zaragoza	Spain	118,391
27	Fira de Barcelona - Montjuic	Barcelona	Spain	118,011
28	Brussels EXPO	Brussels	Belgium	115,000
29	Veletrhy	Brno	Czech Republic	112,207
30	RAI Amsterdam	Amsterdam	The Netherlands	112,200
31	Leipziger Messe	Leipzig	Germany	111,300
32	ExCeL London	London	United Kingdom	110,411
33	Messe Essen	Essen	Germany	110,000
34	Bilbao Exhibition Centre / BEC	Bilbao	Spain	108,000
35	Palexpo Geneva	Geneva	Switzerland	106,000
36	Porto Antico di Genova	Genova	Italy	105,600
37	Expocentre Fairgrounds	Moscow	Russia (European part)	105,000
38	Poznań International Fair	Poznan	Poland	104,139
39	Jaarbeurs	Utrecht	The Netherlands	102,000
40	Istanbul Expo Center (IFM)	Istanbul	Turkey	100,000

Research

Euro Fair Statistics

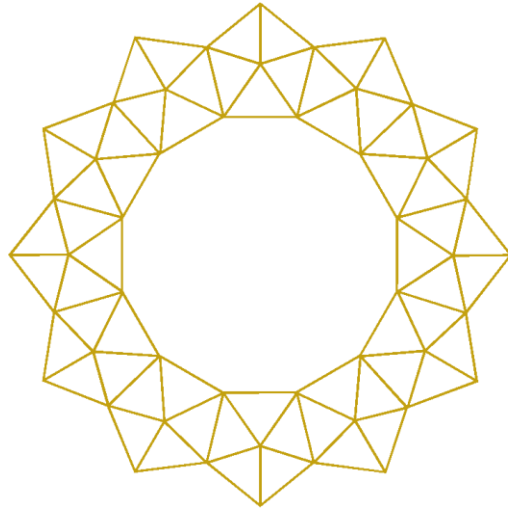
The edition related to 2023 underway, for release in the second half of the year.

It shall include data from 11 trade fair bodies in 14 European countries: AEFI (Italy), AFE (Spain), ATFEO (Finland), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC-VECTA (The Netherlands), FEBELUX (Belgium), FKM (Germany), FKM Austria, UNIMEV-OJS (France) and UCCET (Turkey).



Advocacy

EEIA (European Exhibitions Industry Alliance)



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Advocacy

Net Zero Carbon Events



Advocacy

Net Zero Carbon Events



Key progress:

- More than 700 registered companies from 60 countries (May 2024)
- New project structure released in March. Recent activities include:
 - Research: release of the “The Trade Show Travel balance” report (see next slide)
 - Education: webinars to present company’s roadmap: RX in April, Freeman in May
 - Events: Argentina (AFIDA), Belgium (EU Dialogue & AIPC), Germany (IMEX), Mexico (ICCA), Taipei (International MICE Round Table Summit) UK (The Meetings Show) etc.

UFI is directly involved in the “Reusable Stands” project (with IFES: transfer of the “Better Stands” program initiated by Informa and several other organisers) and 2 projects under feasibility stage: “Industry Data “Exhibitions” (can we produce standard industry coefficients?) and “Venue Data Exchange” (can we improve the quality of data and processes?).

Advocacy

Net Zero Carbon Events



- UFI and the Net Zero Carbon Events (NZCE) initiative released in February 2024 the “The Trade Show Travel balance: Measuring the B2B Trade Show Industry’s Role in Saving Attendees’ Travel, Time and Money” report, focused on the concept of travel consolidation.
- This document shares the results and learnings from a two-year pilot project from a subgroup of global exhibition organisers members of the NZCE initiative (Clarion, Emerald, Informa, RX and Tarsus - now part of Informa).
- Results were shared as a project update and in the spirit of transparency so that others can follow and help scale the study.





- TC 228 (“Tourism and related services”) is run by UNE/Spain and its Working Group 20 is run by SAC/China.
- Several UFI Member Associations – AEFI (Italy), AFE (Spain), AUMA (Germany), IEIA (India) and IFES (Belgium), with the support of Glenn Hansen (Reduce2, UFI Member) – work together to discuss proposals and reach common recommendations whenever possible.
- Revision of ISO 25639-1 and ISO 25639-2 that relate to “terminology” and “measurement” for the exhibitions industry is ongoing. ISO 25639-1 DIS ballot closed on 6 May and final International Standard will be published in December 2024. ISO 25639-2 revision will commence shortly.

	DRAFT International Standard
Exhibitions, shows, fairs and conventions — Part 1: Vocabulary <i>Terminologie du secteur des foires, salons et congrès ou manifestations commerciales — Partie 1: Vocabulaire</i> ICS: 01.040.03; 03.100.01	ISO/DIS 25639-1 ISO/TC 228 Secretariat: UNE Voting begins on: 2024-02-12 Voting terminates on: 2024-05-06
THIS DOCUMENT IS A DRAFT CIRCULATED FOR COMMENTS AND APPROVAL. IT IS THEREFORE SUBJECT TO CHANGE AND MAY NOT BE REFERRED TO AS AN INTERNATIONAL STANDARD UNTIL PUBLISHED AS SUCH. IN ADDITION TO THEIR EVALUATION AS BEING ACCEPTABLE FOR INDUSTRIAL, TECHNOLOGICAL, COMMERCIAL AND USER PURPOSES, DRAFT INTERNATIONAL STANDARDS MAY ON OCCASION HAVE TO BE CONSIDERED IN THE LIGHT OF THEIR POTENTIAL TO BECOME STANDARDS TO WHICH REFERENCE MAY BE MADE IN NATIONAL REGULATIONS. RECIPIENTS OF THIS DRAFT ARE INVITED TO SUBMIT, WITH THEIR COMMENTS, NOTIFICATION OF ANY RELEVANT PATENT RIGHTS OF WHICH THEY ARE AWARE AND TO PROVIDE SUPPORTING DOCUMENTATION.	
This document is circulated as received from the committee secretariat.	
Reference number ISO/DIS 25639-1:2024(en)	© ISO 2024

- ISO has released the revised version of ISO 20121, a standard for “Sustainability in event management”.
- Initially set-up from BSI 8901 for the London Olympics in 2012, its revision took place in the last few years with the objective to update the standard in time for Paris 2024.
- Released on 4 April, ISO states: “The 2024 update enriches the standard with a stronger emphasis on social legacies, inclusivity, and the diverse means of demonstrating compliance, fostering a more comprehensive and accessible approach to sustainable event management.”
- ISO20121 is already implemented in the exhibition industry, mainly at the venue level. UFI considers it a good standard and took part in the process, in liaison with some key organisations: JMIC, AIPC, AUMA, UNIMEV.



Together with AFNOR (Association Française de Normalisation), UFI is proposing a central ISO home for the Events industry which aims to ensure awareness, acceptance and development of ISO work for the industry. It focuses on the key messages below:

- Events have multi-sectorial impact beyond tourism and should not reside within TC 228 (“Tourism and related services”).
- A single home drives synergies and efficiencies in ISO work (which is currently spread across different ISO Committees) for all national exhibition industry associations.
- A secretariat managed by France will be neutral while ensuring representation of countries with largest events markets (China, Germany, United States).

UFI is engaging with national exhibition industry associations and related international organisations like JMIC, AIPC, ICCA, IOC etc to gather feedback and support.

The proposal has been submitted and being reviewed by the ISO Technical Management Board.

#GED2024 Theme



EXHIBITIONS
ARE CATALYSTS TO
SUSTAINABLE FUTURES



4 Key Messages



Exhibitions drive progress

Exhibitions are platforms to discuss, create and showcase solutions to our universal challenges.



Exhibitions facilitate economic growth

Exhibitions are engines of economic growth, connecting industries and driving job creation.



Exhibitions are a sustainable way to do business

Exhibitions are a sustainable way to drive business and development, gathering communities in one place and managing our environmental impact.



Exhibitions connect people

Exhibitions are community builders, bringing people together face-to-face to connect, collaborate and contribute.

Education

Education calendar – next confirmed courses

www.ufi.org/education

	Location	Dates	Format	Status
Exhibition Management School	Online	September	Live online	Confirmed
Venue Management School	Shenyang	May	In person	Confirmed
	Macau	June	In person	Confirmed
UFI Certified Professional full programme	Macau (MFTA) – Exhibition Management School in person + specialisation modules online	September 2024 & 2025	In person & live online	Confirmed
UFI Certified Talent programme	Saudi Arabia (Tahaluf Academy)	August 2024	In person	Confirmed

Education

UFI Next Generation Leadership Grant 2024

60 diverse applications received this year.

30 candidates were pre-selected for the Jury.

An international jury of exhibition industry leaders selected the five winners.

Mission for the 2024 NGL project: **AI's impact on exhibitions**

2024 winners will kick off their project at the UFI European Conference this week.

2024 UFI NGL Grant Sponsors

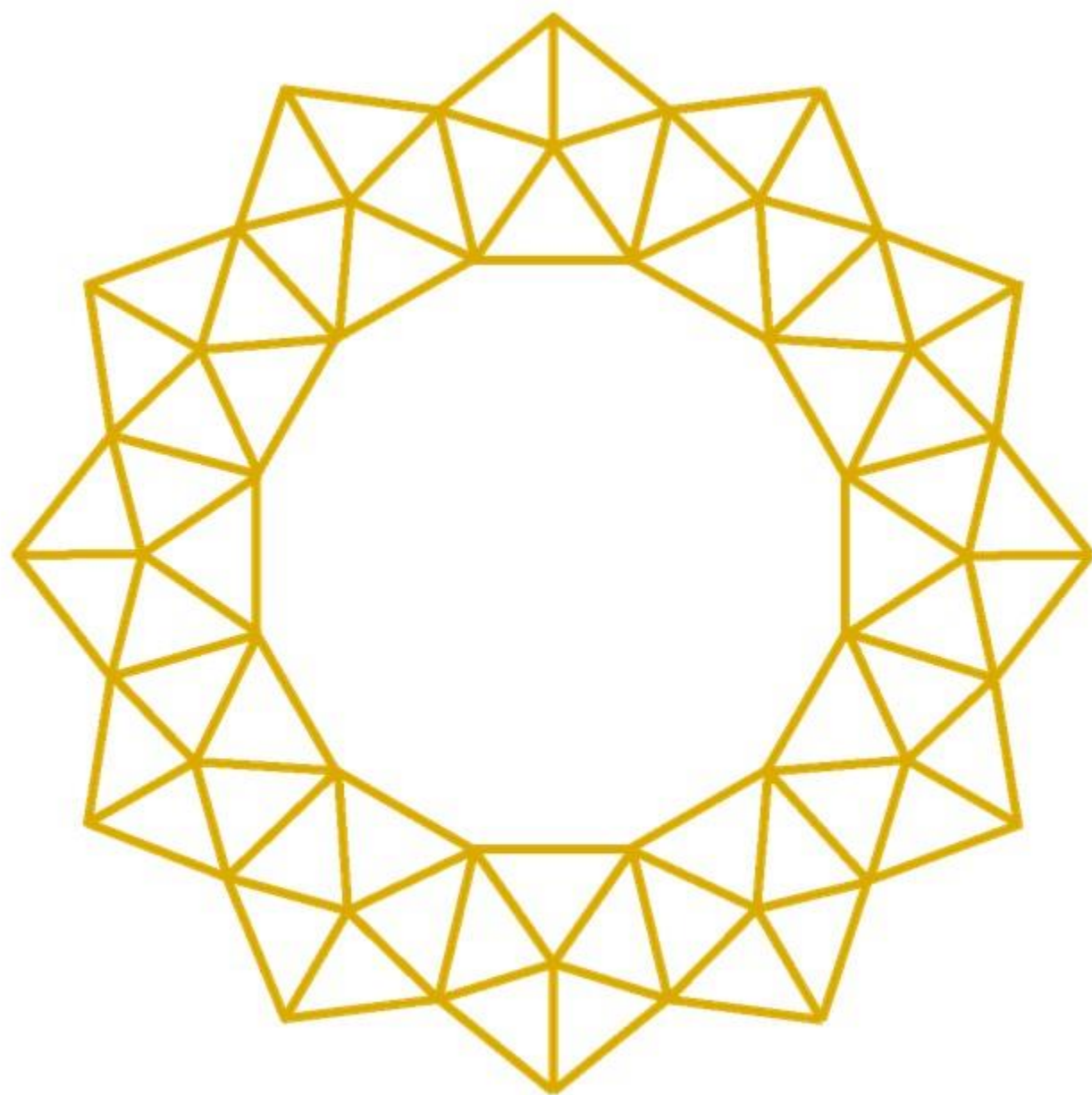


Education

ZUYD University, Maastricht, Netherlands



Date	Time	Activity
7 May 2024	10.15 – 11.00 (CET)	Briefing Client
7 May 2024	16.00– 16.30 (CET)	Q&A Client
15 May 2024		Guided visit to ICT & Health World Conference
30 May 2024	All day	Guided visit to Cybersec Brussels
4 June 2024	13.00 – 14.15 (CET)	Presentation event design
25 June 2024	15.30 – 17.00 (CET)	Final presentation Judges: Nick Dugdale-Moore (UFI) Oana Cipca (MECC) Ton Otten (Jaarbeurs) David Boon (Brussels Expo) Dorota Wallush (Grupa MTP, Marketing Group Chair) Robert Heinneman (UFI HR Group Chair)



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Barbara Weizsäcker

UFI European Chapter

Zürich, Switzerland

June 2024

EEIA GENERAL TASKS AND ACTIVITIES

European Exhibition Industry Alliance

- > EEIA is a cooperation between the European Members of UFI, The Global Association of the Exhibition Industry and the European Major Exhibition Centres Association EMECA.
- > It represents around 300 exhibition organisers, venue operators, providers of related services in Europe.
- > Its aim is to represent the common interests of the European exhibition industry towards the European Union Institutions and other relevant stakeholders in Brussels and to promote the role and impact of exhibitions and business events in Europe.

General Activities

- > Monitoring and researching, scanning opportunities, new legislation, calls for proposals, co-operations – for visibility, positioning, maximising services for clients, to adopt and adapt early in our sector.
- > Regular exchanges with EC, EP and other stakeholders on the current stated in the European exhibition industry, e.g. European Tourism Manifesto events, group or one-to-one meeting with European Commission or MEPs.
- > Continuously informing and exchanging with EMECA Board, GA and WGs and UFI CEO, Regional Manager, Advocacy Manager and EMECA & UFI Members via contribution to UFI News; regular updates with national and sectorial associations and IFES, IELA, ECA etc.
- > Co-planning and implementation of European Chapter at UFI European Conference or Congress, EMECA events, presentation of activities and relevant topics, find speakers, etc.
- > Cooperation with JMIC: BW Board Member, avoid duplication, co-operate where useful, general advocacy for the exhibition and events industry, contacts to global Institution, UNWTO, UNFCCC, OECD etc. Contributing to and promotion of Net Zero Carbon Events initiative.



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EEIA PARTNERSHIPS AND EVENTS

Tourism - Visitor Economy

HOTREC Event in Rhodes, 9th of April 2024, with presence of Prime minister and Tourism minister



- > Travel and tourism industry united to tackle climate change, presence of Greek Prime minister and Tourism Minister
- > Association representatives from the European travel and tourism sector (business and leisure) signed a landmark **declaration** promising decisive action towards more sustainable travel and tourism. It will serve as a roadmap to foster collaboration and help tourism reach its sustainability goals.
- > The industry is committing to prioritise decarbonisation, enhance collaboration, and engage with policymakers in meaningful dialogue.
- > With the upcoming EU elections the group calls on decision-makers to keep travel and tourism high on the political agenda and create dedicated budget lines for sustainable tourism initiatives.





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EEIA PARTNERSHIPS AND EVENTS

EU Dialogue - Driving positive change in the Meetings Industry, 17th of April 2024, Brussels

- > Landmark high level event uniting for the first time the exhibition and business events sector in Brussels
- > Official event of the Belgian EU Presidency, cooperation with visit.brussels, JMIC and CityDNA
- > Programme: <https://www.visit.brussels/en/professionals/Associations/eu-dialogue>
- > Visit of the European Parliament, Speakers' dinner, EU Dialogue conference
- > 180 participants, 53 speakers and moderators, EU institutions representatives in each of the 13 sessions
- > Advocacy document to follow for the meetings industry for the new EU Leadership after the European Elections on 9th June 2024
- > Wide media coverage, official mention in results of the Belgian EU Presidency





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EEIA PARTNERSHIPS AND EVENTS

EU Dialogue - Driving positive change in the Meetings Industry, 17th of April 2024, Brussels





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EEIA PARTNERSHIPS AND EVENTS

European Union Intellectual Property Organisation (EUIPO)

- > EEIA represent the exhibition industry in the EUIPO network „Ideas powered for business“, participate in workshops and working groups
- > Secondary effect for: visibility, networking and cooperation with allied SME-stakeholders; invite EUIPO speakers at UFI and EMECA conferences
- > EEIA has signed an MoU with EUIPO on reaching out to SMEs for protecting IP rights
- > Several pilot projects underway: individual agreements with exhibition organisers for awareness raising on IP towards exhibitors and visitors, ready to use material for comms and staff training available
- > SME fund supports SMEs' IP registration, attractive offer for clients of exhibitions





EEIA PARTNERSHIPS AND EVENTS

Enterprise Europe Network (EEN) – „Friends“ network

- > EEIA is member of the „Friends of EEN network“, participates to meetings and exchanges
 - > The Enterprise Europe Network (EEN) is the world's largest support network for start-ups and SMEs, financed by the EU. It offers business support services and helps businesses innovate and grow on an international scale.
 - > The Network is active worldwide. It brings together experts from member organisations that are renowned for their excellence in business support. Member organisations include: chambers of commerce and industry, regional development organisations, universities and research institutes, innovation agencies
- Find your local EEN here: <https://een.ec.europa.eu/local-contact-points>
- > EEIA always highlights exhibitions as platforms for EEN action targeted to SMEs, facilitates collaboration and synergies between existing activities, network with likeminded stakeholders





EU SUSTAINABILITY REPORTING LEGISLATION OVERVIEW

EU Taxonomy

- > The EU taxonomy is a cornerstone of the EU's sustainable finance framework and an important market transparency tool. It helps direct investments to the economic activities most needed for the transition, in line with the European green deal objectives.
- > The EU taxonomy is a classification system that defines criteria for economic activities that are aligned with the EU's climate and energy targets for 2030, the net zero trajectory by 2050 and the broader environmental goals other than climate.
- > In this way, it plays an important role in helping the EU scale up sustainable investment, by creating security for investors, protecting private investors from greenwashing, helping companies become more climate-friendly and mitigating market fragmentation.
- > The Taxonomy Regulation entered into force on 12 July 2020. It establishes the basis for the EU taxonomy by setting out the 4 overarching conditions that an economic activity has to meet in order to qualify as environmentally sustainable.
- > Under the Taxonomy Regulation, the Commission had to come up with the actual list of environmentally sustainable activities by defining technical screening criteria for each environmental objective through delegated and implementing acts.
- > **Exhibition-related activities are not listed as such. EEIA examines if and – if yes – how our sector should be listed and how this could be achieved.**



EU SUSTAINABILITY LEGISLATION OVERVIEW

EU Corporate Sustainability Reporting Directive (CSRD)

- > Compared to the previous Non-Financial Reporting Directive (NFRD), the CSRD extends the scope of the reporting requirements to additional categories of companies, specifies in more detail the information that companies should report, requires assurance of sustainability information and ensures that all information is published as part of companies' management reports.
- > On 5 January 2023, the Corporate Sustainability Reporting Directive (CSRD) entered into force. It modernises and strengthens the rules concerning the social and environmental information that companies have to report. A broader set of large companies, as well as listed SMEs, will now be required to report on sustainability. Some non-EU companies will also have to report if they generate over EUR 150 million on the EU market.
- > The new rules will ensure that investors and other stakeholders have access to the information they need to assess the impact of companies on people and the environment and for investors to assess financial risks and opportunities arising from climate change and other sustainability issues. Finally, reporting costs will be reduced for companies over the medium to long term by harmonising the information to be provided.
- > The first companies will have to apply the new rules for the first time in the 2024 financial year, for reports published in 2025.



EU SUSTAINABILITY LEGISLATION OVERVIEW

European Sustainability Reporting Standards (ESRS)

- > The Directive on corporate sustainability reporting (CSRD) empowers the Commission to adopt delegated and implementing acts to specify how competent authorities and market participants shall comply with the obligations laid down in the Directive.
- > https://finance.ec.europa.eu/regulation-and-supervision/financial-services-legislation/implementing-and-delegated-acts/corporate-sustainability-reporting-directive_en

EFRAG Guidance to prepare ESRS

- > EFRAG (the European Financial Reporting Advisory Group) is the technical adviser to the European Commission which developed the draft ESRS.
- > EFRAG published **draft value chain guidance** (Draft EFRAG IG 2). It explains how to navigate the value chain requirements in the European Sustainability Reporting Standards adopted under the CSRD, and contains FAQs for implementing value chain reporting under the ESRS and includes an upstream and downstream value chain map that explains the coverage of the upstream and downstream value chain.
- > EFRAG also published draft materiality assessment implementation guidance, Draft EFRAG IG 1.
- > Draft IG 2 indicates that it should be read together with the materiality assessment implementation guidance. To avoid duplication and reduce the length of Draft IG 2, overlapping concepts are discussed in Draft IG 1.
- > A **Voluntary SME Standard (VSME)** is intended to assist non-capital market-oriented SMEs in meeting the information requirements of companies with sustainability reporting obligations or banks. The draft for a VSME is currently subject to a public consultation: <https://efrag.org/Activities/2309261112573240/VSME-ED#>



EU SUSTAINABILITY LEGISLATION OVERVIEW

Directive on Corporate Sustainability Due Diligence Directive (CSDDD)

- > On 24 May 2024 the European Council has adopted the CSDD.
 - > The CSDDD aims to enhance corporate accountability and transparency about actual and potential human, employment and social rights adverse impacts and environmental adverse impacts connected with a company's own business operation and that of its business partners.
 - > They will be required to identify and, where necessary, prevent, end or mitigate adverse impacts of their activities on human rights, such as child labour and exploitation of workers, and on the environment, for example pollution and biodiversity loss. For businesses these new rules will bring legal certainty and a level playing field. For consumers and investors they will provide more transparency.
 - > https://commission.europa.eu/business-economy-euro/doing-business-eu/corporate-sustainability-due-diligence_en
- > **Scope:** it will apply to (i) large companies that are based within the EU and (ii) large companies that are operating in the EU but formed in accordance with the legislation of a third country.
 - > **Timeline:** it will become applicable in three phases:
 - > Three years from the entry into force, it shall apply to companies with more than 5000 employees and generate a net worldwide turnover of more than 1500 million in the preceding financial year.
 - > After four years thresholds will reduce to 3000 employees and a net worldwide turnover of more than 900 million.
 - > And lastly after five years the thresholds will be 1000 employees and 450 million.
 - > **Definition of the supply chain:** has been narrowed down. It now covers upstream business partners relating to a company's production of goods or provision of services; and downstream business partners relating to the distribution, transport and storage of a company's products. Service providers, including companies providing financial services, do not have any obligations in relation to downstream activities. The disposal of products and the distribution, transport and storage of a product that is subject to export controls is also out of scope.



EU SUSTAINABILITY LEGISLATION OVERVIEW

Directive on Empowering Consumers for the Green Transition (ECGT or EmpCo Directive)

- > The “Directive of the European Parliament and of the Council amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the Green Transition through Better Protection against Unfair Practices and Better Information” (ECGT or EmpCo Directive)
- > The purpose of the Directive is to empower consumers to make informed purchasing decisions by prohibiting traders from adopting unfair commercial practices that could mislead consumers as to the environmental impact of a purchase and to strengthen existing consumer protection legislation
- > The Directive aims to protect consumers from “green claims” to promote products by using vague, misleading or unfounded claims about their environmental impact
- > The Directive amends both the Unfair Commercial Practices Directive (UCPD) and the Consumer Rights Directive, it broadens the scope of misleading commercial practices under the UCPD to specifically include “greenwashing” claims
- > The Directive also adds to the blacklist of commercial practices which are, in all circumstances, treated as unfair, and introduces new obligations on traders to make information on product repairability and durability available to consumers at the point of sale
- > Following the EU Parliament adoption, the European Council has also adopted the Directive on 20 February 2024. The new requirements are therefore expected to be applicable from the second half of 2026
- > [www.europarl.europa.eu/RegData/commissions/imco/lcag/2023/10-25/IMCO_LA\(2023\)006275_EN.pdf](https://www.europarl.europa.eu/RegData/commissions/imco/lcag/2023/10-25/IMCO_LA(2023)006275_EN.pdf)



EEIA MONITORING AND INFORMING

Digital Markets Act (DMA)

- > The DMA aims to ensure contestable and fair markets in the digital sector. It regulates gatekeepers, which are large digital platforms that provide an important gateway between business users and consumers, whose position can grant them the power to act as bottlenecks in the digital economy
- > Alphabet, Amazon, Apple, ByteDance, Meta and Microsoft, the six gatekeepers designated by the Commission on 6 September 2023, had to fully comply with all DMA obligations by 7 March 2024. The Commission assessed the compliance reports setting out gatekeepers' compliance measures, and gathered feedback from stakeholders, including in the context of workshops.
- > On 25 March 2024, the Commission opened non-compliance investigations into Alphabet's rules on steering in Google Play and self-preferencing on Google Search, Apple's rules on steering in the App Store and the choice screen for Safari, and Meta's "pay or consent model". The Commission announced additional investigatory steps to gather facts and information in relation to Amazon's self-preferencing and Apple's alternative app distribution and new business model.
- > On 29 April 2024, the Commission designated Apple's iPadOS, its operating system for tablets, as a gatekeeper under the DMA. Apple now has six months to bring iPadOS in line with the relevant DMA obligations
- > On 13 May 2024, the European Commission has today designated under the Digital Markets Act (DMA), Booking as a gatekeeper for its online intermediation service Booking.com and decided not to designate X Ads and TikTok Ads. In parallel, the Commission has opened a market investigation to further assess the rebuttal submitted in relation to the online social networking service X.

Monitoring new digital and data legislation:

- > Digital Markets Act and Digital Services Act: <https://digital-strategy.ec.europa.eu/en/policies/digital-services-act-package>
- > EU Data Act: <https://digital-strategy.ec.europa.eu/en/policies/data-act>
- > AI Act: <https://www.consilium.europa.eu/en/policies/artificial-intelligence/>



EEIA MONITORING AND INFORMING

EU Sanctions: criminal offences and penalties

- > Directive (EU) 2024/1226 on the definition of criminal offences and penalties for the violation of Union restrictive measures (amending Directive EU 2018/1673) was adopted on 24 April 2024, entered into force on 19 May 2024, Member States have 12 months to incorporate its provisions into their national law
- > The Directive is intended to guarantee greater control by Member States over the effectiveness of restrictive measures decided by the Council of the EU on the basis of Article 29 TEU or Article 215 TFEU ("Union restrictive measures")
- > The Directive requires that the criminal offences must be committed intentionally. However, the Directive goes further and states that listed conduct committed with serious negligence should also constitute criminal offences, at least when the violations relate to items included in the Common Military List of the EU or to dual-use items listed in Annexes I and IV to Regulation (EU) 2021/821
- > Circumvention of Union restrictive measures should be considered a criminal offence
- > https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L_202401226

- > **Criminal offences:** the Directive considers that the following conduct constitute a criminal offence, when committed intentionally and in violation of Union restrictive measures or a national provision implementing Union restrictive measures:
 - > making funds or economic resources available to designated persons;
 - > failing to freeze funds or economic resources belonging to or owned, held or controlled by designated persons;
 - > enabling designated persons to enter into, or transit through, the territory of a Member State;
 - > entering into or continuing transactions with a third State or bodies or entities owned or controlled by a third State or its bodies, including the award or continued execution of public or concession contracts if such transactions are prohibited or restricted;
 - > trading goods or services the import, export, sale, purchase, transfer, transit or transport of which is prohibited or restricted;
 - > providing services, financial services or performing financial activities which are prohibited or restricted.
- > **Penalties for natural persons:** one to five year imprisonment as well as fines and non-criminal penalties
- > **Penalties for legal persons:** they may be held liable for criminal offences and incur a minimum fine of 1 to 5% of their total worldwide turnover or EUR 8,000,000 to EUR 40,000,000, but also non-criminal penalties (such as exclusion from public fundings, placing under judicial supervision, withdrawal of permits and authorisations to pursue activities, disqualification from the practice of business activities)



EEIA MONITORING AND INFORMING

EU new sanctions framework targeting Russia regarding human rights violations

- > On 27 May, the Council of the EU introduced a new framework of sanctions implemented by Council Regulation (EU) 2024/1485 of 27 May 2024 concerning restrictive measures in view of the situation in Russia (hereinafter “Regulation 1485”) and Regulation (EU) 2024/1488, enforcing Regulation (EU) 2024/1485, in reaction to persistent human rights violations and internal repression in Russia (hereinafter referred to as “Regulation 1488”).
- > It responds to the EU's deep concern about the continuing deterioration of human rights in Russia, especially in the context of Russia's aggression against Ukraine. It strongly condemns the serious expansion of restrictive legislation, systematic and intensifying repression against civil society and human rights defenders, members of the political opposition and other active critical voices throughout the Russian Federation and beyond.
- > **The framework includes export restrictions on key items as well as asset freeze and travel bans.** Companies and individuals must ensure compliance to avoid severe penalties.
- > These new sanctions stand as a separate regime from the wide-ranging economic sanctions already imposed on Russia for its full-scale invasion of Ukraine.
- > Additional new economic sanctions against Russia in the context of the invasion of Ukraine have also been discussed with the **14th package anticipated to be issued by the end of June.**



EEIA EU-FUNDED PROJECTS

EU Crisis Management and Governance in Tourism

- > The “Crisis Management and Governance in Tourism” project is funded by the European Innovation Council and SMEs Executive Agency (EISMEA), under the Single Market Programme.
- > The objective was the improvement of EU tourism ecosystem governance, making it more resilient and better prepared for resisting, managing and mitigating crises
- > EEIA applied and was awarded an advisory and assistance services process including several online and one in-person workshop to:
 - > recommend changes to structures and processes that could improve EU capacity to spot crises affecting the European tourism ecosystem at an early stage as well as prevent, mitigate, and manage them;
 - > support governance and resilience development at various levels;
 - > To help (1) assessing their risk profile, (2) pointing at possible weaknesses in terms of their risk awareness, crisis preparedness and crisis management, as well as (3) drafting an Action Plan for improvement.
- > Participants: around 50 destinations and 5 cross-border professional associations
- > EEIA on stage with destinations and European Commission at ITB Berlin



JOIN US.

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NO RISK, NO TROUBLE

Lessons Learnt on Resilience and Crisis-
Proofing European Destinations

06 March 2024 | 15.00 CET, Hall 7.1, Blue Stage





EEIA EU-FUNDED PROJECTS

EU Business Hub Japan and the Republic of Korea

- > An EU-funded programme that supports EU businesses in the green, digital and healthcare sectors to enter the markets of Japan and the Republic of Korea
- > It will help EU Companies to explore the markets, increase visibility, network, and develop strategic partnerships
- > The programme organises 10 business missions to Japan and 10 to the Republic of Korea over the next four years
- > Each business mission will allow a group of 50 cutting-edge companies to benefit from extensive and tailored business coaching and logistical support throughout their participation
- > The missions will be present at or take place alongside major exhibitions in the target markets
- > The first events are EU Business Hub @SEMICON held in Tokyo from 9-13 December 2024, and Digital Solutions Korea, a software-ICT business fair in the RoK's from 2-6 December 2024
- > By 2027, close to 1000 EU companies will benefit from the EU Business Hub programme.
- > EEIA (represented by EMECA) is one of the consortium partners. The programme is lead by Deloitte.
- > EEIA's role is to give strategic advice for all things related to exhibitions and to the promotion in Europe.
- > <https://eubusinesshub.eu/en>





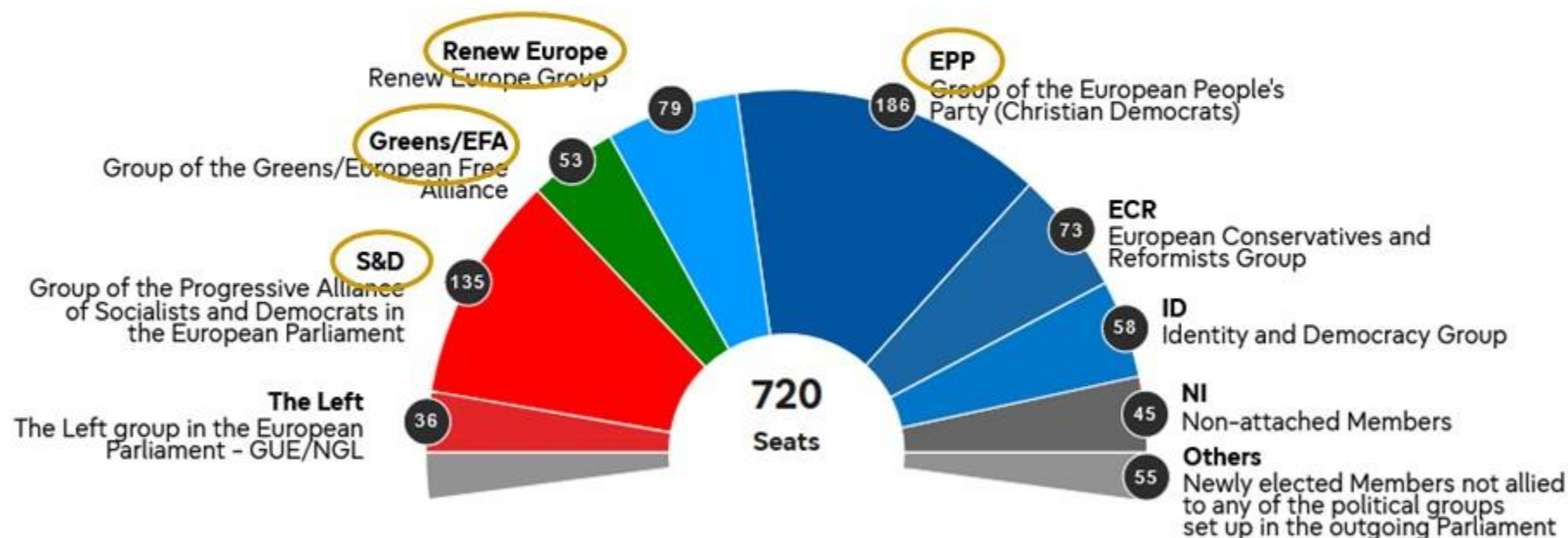
EUROPEAN PARLIAMENT ELECTIONS 2024

European Parliament 2024 - 2029

Provisional results

PLEASE SHARE YOUR CONTACTS WITH US!

Democratic parties S&D, Greens/EFA, Renew Europe, EPP: 453 seats in total



Provisional

Composition of the European Parliament based on available provisional or final national results published after voting has finished in all Member States, based on the structure of the outgoing Parliament.

According to Parliament's rules of procedure, a political group shall consist of at least 23 Members elected in at least seven Member States.



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Announcement of the 2025 European Conference destination



XXXIX^E CONGRES U.F.I.



An aerial photograph of Thessaloniki, Greece, at sunset. The city is densely packed with multi-story buildings, mostly in shades of grey and white. The city extends to the waterfront, where a long promenade is crowded with people. A prominent stone tower, the White Tower, stands in the foreground. The sea is a deep orange color, reflecting the setting sun. In the background, mountains are visible under a hazy sky.

UFI European Conference
4-6 June 2025
Thessaloniki, Greece

Dr. Kyriakos A. Pozrikidis
Managing Director TIF - Helexpo



**Thessaloniki rolls out the red carpet for
UFI European Conference 2025!**

4-6 June 2025

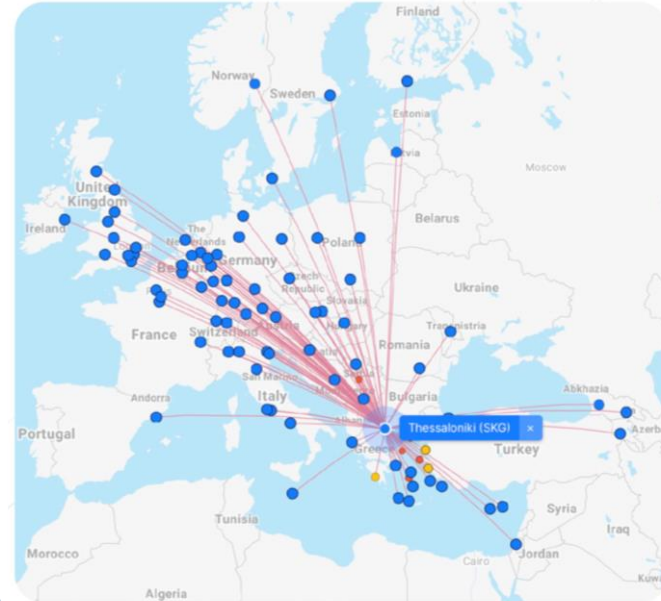
Explore the Rich History of Thessaloniki

- Founded in 315 BC.
- A melting pot of cultures.
- A hub of trade.
- Ancient monuments.
- Vibrant modern life.
- A city where history meets the present.



Easy Access to Thessaloniki

- Thessaloniki International Airport connects the city to 151 airports worldwide.

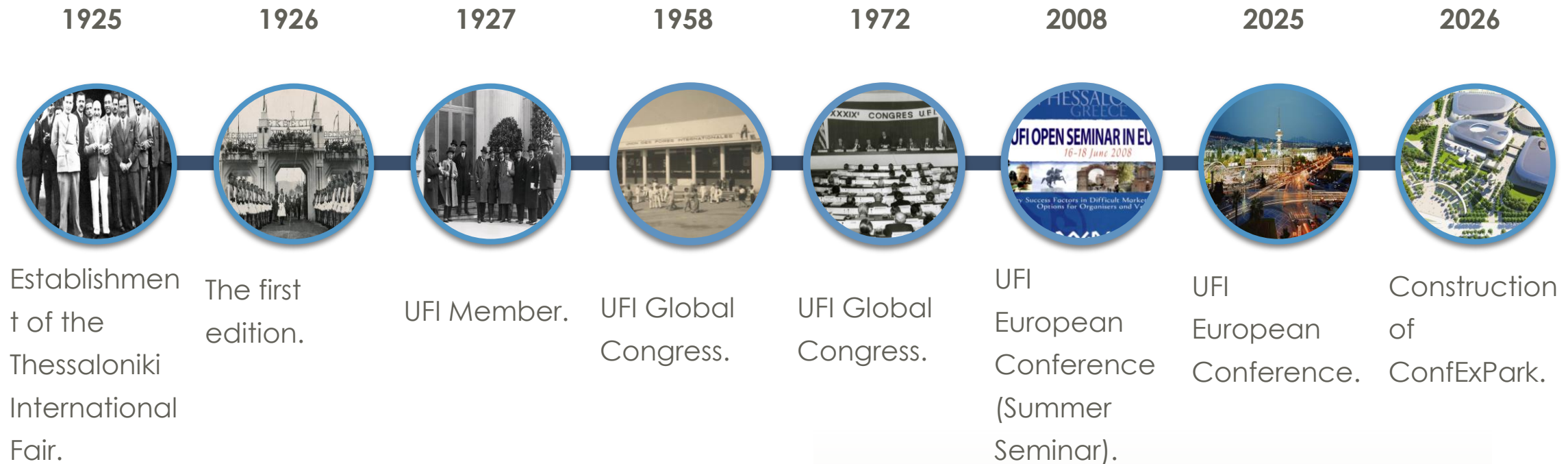


Easy Access within Thessaloniki

- Excellent public transportation, including a new metro line set to open in November 2024.
- Convenient and efficient getting around the city.



Your Premier Conference Host
*Greece's National leading organizer of exhibitions,
congresses, and cultural events since 1926.*



Largest Conference Venues

- 2 fully equipped Congress Centres & 1 Multipurpose Hall.
- Capable of hosting over 3,500 attendees.
- Adaptable to meet the needs of any event.
- Ensuring a successful conference experience.



Commitment to Sustainability

- Dedicated to sustainability.
- Incorporating the UN SDGs into our operations.
- Aim to achieve ISO 20121 certification for all our events.
- Seeking minimal environmental impact.



An event supported by everyone!

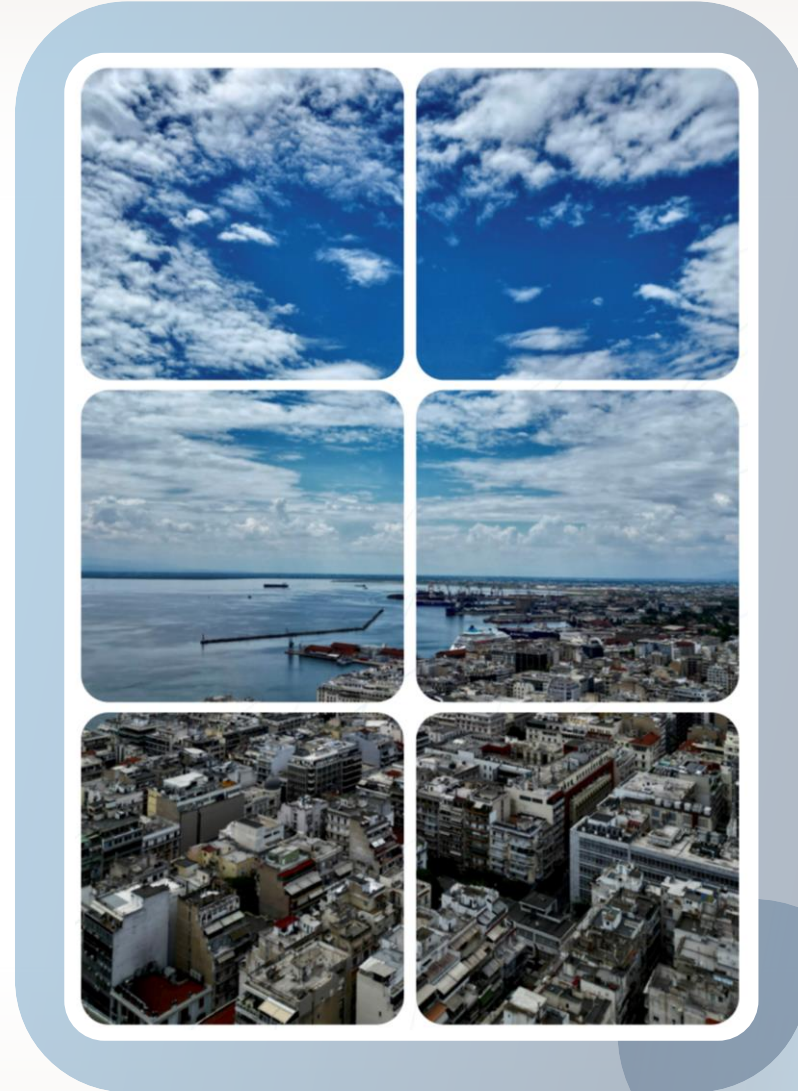
Letter of Support from:

- Ministry of Interior
- Region of Central Macedonia
- City of Thessaloniki
- Thessaloniki Tourism Organization
- Thessaloniki Convention Bureau



Top Hotels for Your Stay

- Partnered with premier hotels in Thessaloniki.
- Special rates for UFI Conference participants.
- Comfortable accommodations with convenient access to the conference venues.



Explore Thessaloniki and Northern Greece

- Conference experience with post-conference tours showcasing the best of Thessaloniki and Northern Greece.
- Discover the rich cultural and natural attractions of our region.
 - Vergina (Aigai) Macedonian Royal Tombs.
 - Pella, Birthplace of Alexander the Great.
 - Mountain Athos, medieval monasteries.
 - Meteora site & monasteries.
 - Dion, sacred city of the Macedonians.



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Greece's Caribbean-like white
sand and turquoise blue sea

- Kassandra, renowned for its preserved natural beauty, engaging nightlife and annual festivals.
- Sithonia, 100 wild beaches, many of which have been awarded Blue Flag certificates.



An aerial photograph of Thessaloniki, Greece, at sunset. The city is densely packed with multi-story buildings, mostly in shades of grey and white. The city extends to the waterfront, where a long promenade is crowded with people. A prominent stone tower with a crenellated top stands in the foreground. The sea is a deep orange color, reflecting the setting sun. In the distance, mountains are visible under a hazy sky.

UFI European Conference
4-6 June 2025
Thessaloniki, Greece

**Friday 24 November
Cologne, Germany**

(During the UFI Global Congress)

www.uficongress.org

Xchange sessions
11:40 – 12:25
Hall 5 (1 level down)

Welcome Lunch
12.30-13.30
Hall 7 (this level)



The Global
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Thank you