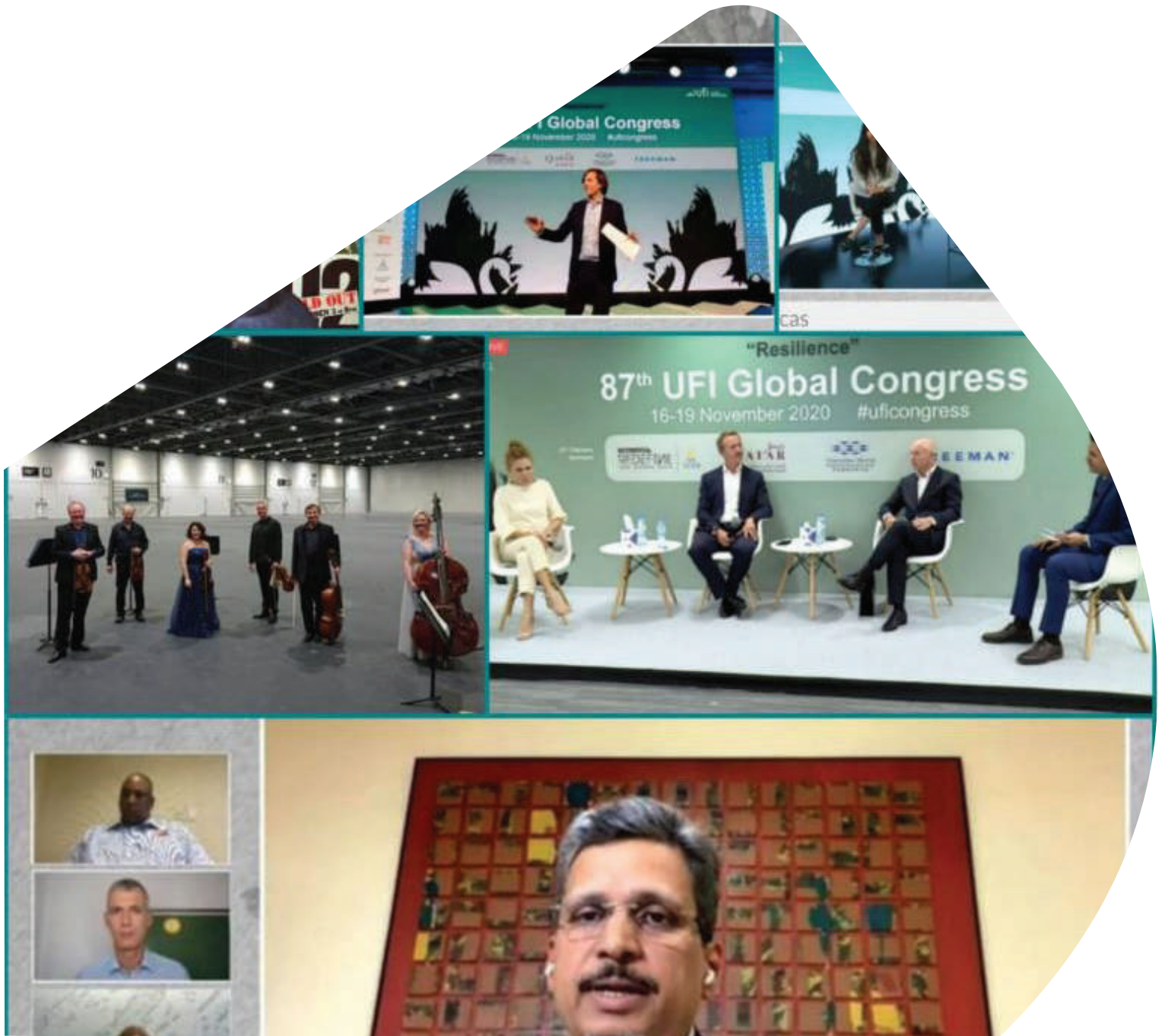


# UFI Info

December 2020 / January 2021



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Innovate + Network

Photo: MBB and UFI Exhibition Think Tank Club Update.



In partnership with MBB-Consulting

Photo: New Exhibition Management School



Photo: The Exhibition Industry In Latin America Report Cover



Photo: EEIA Releases new position paper for travel restrictions in the European Union

## Calendar of UFI events and meetings 2020-2021

Open to all industry professionals    Open to UFI members only    By invitation only

Meeting	Date	Location
UFI Connects	Ongoing	<a href="http://www.ufi.org/uficonnects">www.ufi.org/uficonnects</a>
Global CEO Summit	3 - 5 February 2021	Hamburg (Germany)
Asia-Pacific Conference	tbc	Melbourne (Australia)
European Conference	5 - 7 May 2021	Poznan (Poland)
88th UFI Global Congress	3 - 6 November 2021	Rotterdam (Netherlands)

## UFI education

Meeting	Date	Venue
UFI-EMS	24 Jan - 18 Feb 2021	Online

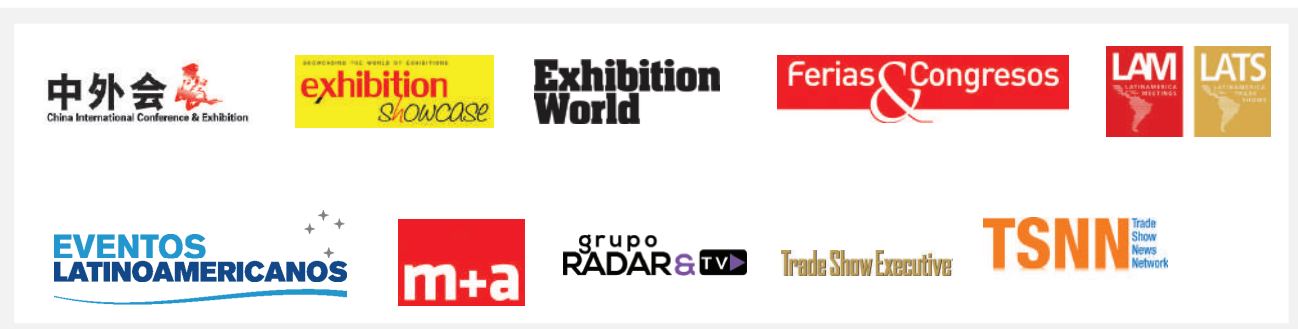
## UFI supported events

Meeting	Date	Venue
SISO CEO Summit	12-15 April 2021	Amelia Island, FL (USA)

## UFI Diamond Sponsors



## UFI Media Partners



# Welcome



## Dear colleagues and friends,

As we reach the end of 2020 and enter a New Year with renewed hopes and vigours, I am beginning my journey as the President of UFI, the global association of exhibition industry. I look forward to 2021 as a hallmark year for UFI and tap the opportunities that we can avail and move ahead.

Year 2020 has been an unprecedented one for businesses worldwide as COVID-19 forced us to realign our goals. There's a glimmer of hope with the progress made in developing vaccines. Encouragingly, exhibition industry stakeholders, have chartered out ways to continue their journey amidst the challenges and are making steady progress.

Friends, four areas that I am passionate about as we tackle the challenges presented before us are Resilience, Leadership, Technology, and Community. These four focus areas aren't of recent origin, some are ongoing and some are planned for the long-term. These will set the broad directions for several of UFI's initiatives over the next one year.

**Resilience** has been an inherent characteristic of our exhibition industry, the UFI Digital Congress 2020 rightly focused on it and it doesn't end there, we shall remain resilient and our industries shall remain resilient - for an effective revival. Countries across the world led by their respective heads have been pushing hard with unprecedented measures and stimulus packages to revive exhibition industries in their own regions. The time is apt for businesses to explore new opportunities, strategies to innovate, enhance technological capabilities, equip workforce with modern technologies, reorient market strategies, keep the cash flow going, and re-emerge as a force to reckon with once again.

**Leadership**, more effectively, purpose driven leadership, symbolises what leaders need to do to survive and excel in these extraordinary times. From addressing immediate issues of safeguarding companies, to guiding and mentoring stakeholders in periods of pain, to reaching normalcy or new normalcy, leaders will truly be tested. Leadership across all levels, all regions, gender, race, position and next generation will have to lead by example.

**Technology** will be the key enabler for making smart moves, more specifically, digital technology will be a game changer across all levels. It is extremely vital for the entire exhibition industry to understand the impact that 'digital technology' will have on exhibitions.

However, finding success through digital is not automatic, it is essential for stakeholders to understand the enhanced value proposition possibilities that it brings. It is also important to understand the right areas where 'value creation' is possible – either a new value creation or enhancement of an existing value.

**Community**, and enhanced connection with community will pay rich dividends. While the "connect with community" has always been present, only few organisations followed it in true spirit. I feel that this is an area where there is tremendous scope for our exhibition industry to strengthen itself further. In my opinion, "connect with community" is essential, whether it is industry sectors, or specific geographical areas or any part of society. This needs to be very much a part of our purpose. When this connection is stronger and deeper, our survival, revival and success will follow certainly.

UFI has played a scintillating role in developing the exhibition industry by working collaboratively with various international associations and making it a turf for promoting various sectors. I am glad to continue the endeavour to make global exhibition industry more vibrant and strong.

Looking at 2021, we have an unparalleled challenge before us, let us rise together, and let us win together!

Best regards,



**Anbu Varathan**, UFI President



## Dear colleagues,

We are in uncharted territory with a global pandemic disrupting lives and livelihoods. But, with successful trials paving the way for mass vaccinations, with better knowledge around COVID-19 and faster and more efficient testing schemes available, we are finding ways to live with and ultimately manage this virus. The tide is turning.

As we head towards 2021, the UFI team has – as every year – put together five trends that we believe will drive our industry’s development over the next 12 to 18 months. As always, these are based on conversations with and insights from our global UFI community as well as other stakeholders.

### The threat will fade

First and foremost: This, too, will pass. The pandemic will end over time, even if the virus stays. Business will return, and life will return to more normality. The marketplaces and meeting places that we build and operate as an industry will be key for economic recovery, and a growing number of governments are understanding that. Think Australia with government funding. Think Germany separating trade shows from mass gatherings and declaring that attending a show is essential travel. Think Singapore actively exploring the opportunities to benefit from the resurgence of the business events sector. If we, as the exhibition industry and as the bigger business events community stay united, continuing to speak to authorities and governments with one voice, other governments will follow.

### We will bounce back

We will see our sector grow again in 2021. And in 2022, and 2023, and beyond. Part of that is simply math as we have lost an estimated 70% of revenues globally in 2020 year-on-year. Some markets will bounce back fast, others will need more time. But we know – both from our global research and from the ground in markets like China - that companies are eager to return to the trade show floor. Global media takes note, as for instance the New York Times writes that “For small and midsize companies, (trade shows) are a window on the world”. Travel restrictions and complexities will mean that initially, national and regional shows will drive this recovery. Products and brands will more easily travel long haul than visitors. Global shows will glocalise. And, of course, we will safely run shows with COVID protocols in place.

**Back to Basics** – focusing on the trade in trade show  
The next 12 to 18 months will be about the “trade” in “trade show.” It will be about buyers meeting sellers to do business. It will be about getting back to face-to-face and onsite after screen to screen/online. People and businesses will need to re-connect to re-charge their business relationships that are being kept alive through lockdowns and restrictions thanks to digital and online events. Trade show budgets will return – business events are and remain by far the most relevant marketing channel for small and medium enterprises, and they make-up the vast majority of our industry’s customers.

### Digital is everyone’s challenge

The most discussed topic in 2021 might well be the future role of digital exhibitions and trade shows. The generic “hybridization” discussion we have had in 2020 will evolve and become more specific. The pressure is on – everywhere. Organisers need to apply the high-speed learning curve that the industry is forced through during the pandemic. Our colleagues on the event tech and digital side will need to deepen their understanding about the face-to-face ecosystem that we all operate in. Let’s please, finally, put the “virtual trade show” behind us! At its worst, a “hybrid” exhibition multiplies complexities and minimizes the financial result. At its best, it can expand reach significantly by creating year-round marketplaces. However, we have a long way to go before we can realise that potential.

### The people make it happen

Right now, we are all suffering, and far too many talented event professionals have found themselves furloughed or out of a job. Big corporates are looking at event professionals and will begin to hire them as their own corporate meeting cultures evolve. Keeping people connected in these changing times will be a challenge, so industry community groups such as the Exhibition Think Tank Club will be powerful and important platforms for our industry. At the same time, COVID-19 has highlighted the importance of physical meetings. As a result, events will become an even more attractive industry to join. We have always attracted talent from very diverse backgrounds – be it by profession, race, nationality, gender, or skillset. This diversity has always made our industry stronger and that will continue to be the case in the post-COVID world.

It’s been a year like no other for our industry, and for the UFI team as well. I want to take this opportunity to thank all of you for the many positive feedbacks and comments that you have shared with us in the past months, they are inspiring and motivating!

2020 is about to end, with Christmas and the New Year ahead. Let me wish all of you a happy holiday season, and all the best for the new year! UFI Info will be back as usual in early February with all the updates on our work. In the meantime, please stay well.

Best regards,



**Kai Hattendorf**, UFI Managing Director / CEO

# New UFI Executive Committee

## Voted for by new UFI Board of Directors

The new UFI Board of Directors had the pleasure of meeting for the first time on Tuesday 24th November via Zoom, a meeting that was chaired by the new UFI President, Anbu Varathan. It was the first meeting for the newly elected Board members, and a moment to share feedback on the role of the UFI Board and the needs of the industry and UFI in the weeks and months ahead.

The Board also elected the new members of the UFI Executive Committee for the 2020 – 2023 mandate. The members of the new UFI Executive Committee are therefore as follows:

### Executive Vice-Presidents (Presidential Trio):

- Anbu Varathan, 2020 - 2021 UFI President (IMTMA & BIEC, India)
- Monica Lee-Müller, UFI Incoming President (HKCEC, Hong Kong)
- Mary Larkin, UFI Outgoing President (Diversified Communications USA)

### Vice-Presidents:

- Albert Aoun (IFP s.a.l., Lebanon)
- Geoff Dickinson (dmg events, UAE)
- Séverine Dubarry-Bardon (Comexposium, France)
- Michael Duck (Informa Markets Asia, Hong Kong) (Treasurer)
- Andreas Gruchow (Deutsche Messe AG Hannover, Germany)
- Lisa Hannant (Clarion Events, UK) (Secretary)
- Hugh Jones (Reed Exhibitions, UK)
- José Navarro Meneses (Tarsus, Mexico)
- Enrico Pazzali (Fondazione Fiera Milano, Italy)
- Chris Skeith (AEO, UK)
- David Zhong (VNU Exhibitions Asia, PR China)

The Executive Committee is the body that prepares the main outlines of UFI’s overall strategy, working closely with the senior management of UFI, and who reports back on to the UFI Board on a regular basis, submitting proposals for vote where and when necessary.

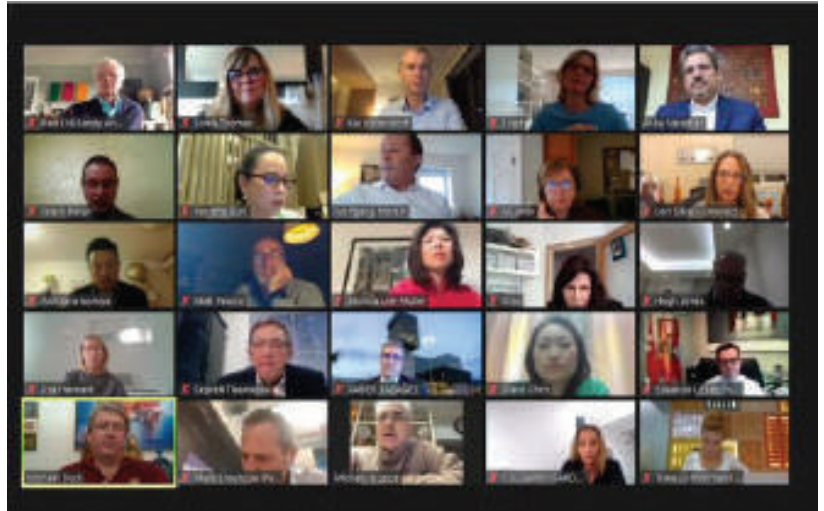


Photo: Zoom image of Executive Committee meeting

# UFI reviews “a year like no other”

## Plotting the course for 2021

More than 100 member companies present from 40 countries and regions met online review UFI’s activities throughout 2020 and to confirm plans for the year ahead.

The 2020 UFI General Assembly preceded UFI’s first digital Global Congress, in November for our association’s General Assembly. Chaired by UFI’s 2020 President, Mary Larkin, the General Assembly highlighted an array of new initiatives to support UFI’s global membership in around 83 countries.

Mary Larkin, UFI’s 2020 President comments: **“It is hard to believe that a year has passed since I accepted the role of President of UFI during the 2019 Congress in Bangkok. And what a year it has been! As we entered a new decade, yes only 11 months ago, we had no idea what was going to hit our industry not to mention our businesses and our way of life.”**



Photo: UFI Group Photo with Pope Francis I

**During the CEO Summit in Rome in February, the discussion around COVID-19 was only beginning and within mere weeks, we were quickly challenged in a way that was to test our resiliency, solidarity and our ability to pivot to find ways to keep in contact with our customers, suppliers and industry colleagues.”**

Larkin continues: **“We took every opportunity to connect with each other as often as we could! So, as we come to the end of the most challenging year in our industry’s history, I am hopeful for our industry to be “Better Than Before”. We should not be satisfied with a new normal but work collectively to create an industry that is better than we could have ever imagined, delivers results that are better than our customers could imagine and shows governments and economies how powerful exhibitions are in fuelling economic growth. We are a strong resilient industry that will recover quickly. I do want to thank our advocates and associations who are working tirelessly, alongside UFI, to represent our industry with one voice educating governments, and driving home the role we all play in a strong economy.”**

Since the start of the year, the COVID-19 outbreaks and pandemic have dominated UFI’s activities. Throughout the year, the vast majority of UFI’s resources have focused on COVID-19 related work, generating and distributing original research and advocacy messaging. At the same time, UFI has supported the work of global, regional and national institutions who are dealing with the outbreaks.

Early in 2020, a sold-out Global CEO Summit took place in Rome, Italy, that included a special session at the Vatican. There, industry leaders met with Pope Francis, who stated: **“it has been shown that fairs and exhibitions not only have positive effects on regional economies and labour markets, but also offer significant opportunities for showcasing to the wider world the rich diversity and beauty of local cultures and ecosystems.”**

Then, COVID-19 hit, and UFI had to postpone, then cancel, many regular face-to-face events and educational offers. As a response, in March, UFI launched “UFI connects”, a series of regular talks, sessions and panels that take place online. Every “UFI connects” session focuses on a specific theme, and time is always allocated for dialogue between the speakers, panellists and session participants. Currently, more than 40 sessions are available, on-demand – and free of charge – on the “UFI connects” area of the UFI website: [www.ufi.org/uficonnects](http://www.ufi.org/uficonnects).

**“The content we provide and deliver at our UFI events around the world is one of our association’s biggest assets. While our regular events and educational programmes cannot take place as usual, “UFI connects” is our way to continue to deliver,”** says Kai Hattendorf, UFI CEO and Managing Director.

Regarding COVID-19, as early as February, UFI launched a central online resource to share materials on the outbreaks with the industry at [www.ufi.org/coronavirus](http://www.ufi.org/coronavirus) – the first MICE industry association to do so, to our knowledge. This page continues to be updated with new material, once it becomes available.

# UFI reviews “a year like no other”

## Continued

UFI has also created a range of COVID-19 resources for UFI members and the industry at large:

### **Global Framework** for re-opening exhibitions and B2B trade events

This global framework sets out how our industry will run events in COVID-19 conditions. It includes measures and advocacy messages for dialogue with politicians and health authorities, and provides global industry guidance.

### **Good Practice Guide:** addressing COVID-19 requirements for re-opening business events

Building on the global framework, this guidance, jointly launched by AIPC, ICCA and UFI, highlights good industry practices and emerging standards for the implementation of the framework measures from around the world.

### **Exhibition Industry Market Status Tracker**

Around the world, many authorities are allowing exhibitions and business events to take place again, as long as certain pre-conditions and protective measures are in place. UFI is tracking the current state of markets in this designated document.

### **Exhibition & Events Industry Advocacy**

The COVID-19 pandemic puts many businesses in our industry at risk. With our partners, UFI is working to advocate globally for specific support programmes from governments tailored to the needs of our sector. Jointly, we have already achieved success in many countries, and continue to work on this.

We've also released a host of case studies and travel, health and company advice. Find out more at [www.ufi.org/industry-resources/coronavirus](http://www.ufi.org/industry-resources/coronavirus)

### **Covid-19 Global Economic Impact**

UFI delivers regular research insights on global, regional and topical themes, and the association's activities in this area continue to evolve. In line with UFI's mission to develop and support the industry worldwide, UFI released year-long reports on how COVID-19 impacts on the industry:

### **Global Assessments Damage**

In March, UFI released the first global assessment of the economic impact that COVID-19 is having on trade shows and exhibitions. Then, in July, UFI released updated figures (covering the full year 2020) showing the global hit on exhibitions and trade shows due to COVID-19.

### **Global Barometer**

In July, UFI released the latest edition of its flagship Global Barometer research, which takes the pulse of the industry. The report highlights the severe impact of the COVID-19 pandemic on the exhibition industry worldwide.

### **Report on the Trade Fair Industry in Asia: 16th Edition**

UFI released the 16th edition of its Trade Fair Industry in Asia report, capturing an industry in the midst of an unprecedented global crisis. The report, compiled in Hong Kong by BSG, covers actual performance of the industry in 2019, as well as forecasts for the years 2020 and 2021. Overall, BSG estimates that Asia will record an unprecedented 75% drop in net space sold in 2020, compared to 2019, as a result of the COVID-19 pandemic. This means net space sold is expected to fall from the 24.5 million m<sup>2</sup> recorded in 2019, down to just 6.8 million m<sup>2</sup> in 2020.

### **Global Recovery Insights**

Published on 20 October, findings from the Global Recovery Insights 2020 report, which are based on more than 9,000 responses from across 30 countries, show that exhibition visitors and exhibitors overwhelmingly prefer live events, and that there is no evidence of a major shift away from face-to-face meetings. The majority of exhibiting companies expect a fast return to pre-COVID-19 levels of investment into the marketing channel.

### **Waste Management Report in the Exhibitions Industry**

This report derived from several UFI actions, including the set-up of dedicated regional task forces around the world and the selection of best practices through the 2020 UFI Award competition on “Best Waste Management”. Contributions from 40 companies covering 22 countries led to this consolidated report of findings. Compiled by Greenview, a member of the UFI Sustainable Development Working Group, the report covers conclusions that emerged from the regulatory landscape, common challenges in waste management and solutions, and examples of best practices from around the world.

The size and scope of UFI's research available to members have grown significantly in recent years and is now considered world leading.



# UFI reviews “a year like no other”

## Continued

### UFI-Exhibition Management School: A New Industry Education Programme

Based on the excellent reception of UFI’s Venue Management School programme, the association launched a new industry education programme for exhibition organisers: the UFI-Exhibition Management School (UFI-EMS). The UFI-EMS replaces the UFI-Exhibition Management Degree.

The sold-out premiere of the UFI-EMS was organised online and ran over a period of four weeks. The programme offered its international group of participants an unmatched learning environment and networking opportunities. The curriculum was delivered by experienced senior-level managers from leading organisers, with a special focus on the Asia-Pacific region.



Photo: UFI- EMS Banner

Following this success, and the strong demand from our members, UFI announced dates for the next UFI-EMS edition, which will take place from 24 January to 18 February 2021. It will combine both global insights and regional expertise for the Middle East and Africa region.

### A New Member Benefit: Exhibition Think Tank Club

One of the challenges of the pandemic is that many industry professionals find themselves furloughed or in between jobs. True to UFI’s mission to empower networking and industry connections, the association has joined forces with the Exhibition Think Tank Club platform, originally launched by MBB-Consulting Group. Together, UFI and MBB will widen the reach of the platform to enable more industry professionals to network, debate and participate in ETTC projects. As part of this collaboration, UFI member companies can register colleagues as ETTC Gold Members, as an additional member benefit.

The Exhibition Think Tank Club is a global exhibition industry e-platform, to network, discuss and continue to help the industry to move forward. It brings together industry peers from different sectors and countries to share their expertise, vision and insights.

### Global Exhibitions Day 2020

In the midst of the pandemic, the 5th edition of Global Exhibitions Day (GED) still managed to become the most successful day of advocacy for our industry ever, promoting the central message “exhibitions are key to rebuilding economies” across the globe. From videos to meetings with policy makers, webinars to hybrid events, webcasts to social campaigns, bingo, cakes, virtual running parties and more, people and organisations from at least 114 countries/regions got involved in GED2020. UFI was able to track posts and messages that had a potential reach of 715 million people.

**Summarising UFI’s activities for 2020**, Kai Hattendorf, CEO and Managing Director of UFI says: **“It’s been a year like no other – challenging everyone in the global exhibitions and business events industry like never before. In the past 12 months, the whole UFI team has been working relentlessly to produce tangible data, to provide practical guidance and share best practices, to speak on behalf of our industry in the media, to advocate, and – last, but by no means least – to offer the spaces for our industry to connect and stay in touch, both on-site and online.”**

**Sonia Thomas**, UFI Director of Operations/COO comments: **“It’s been a tough year for everyone, including the UFI staff, but we are glad that we have been able to provide valuable information and resources to all our members over the past months, and will strive to continue to do so in the months ahead. We are all here for you, our members: you are at the heart of everything we do.”**

### UFI’s outlook for the year ahead

The months ahead will see UFI maintaining a focus on COVID-19 related developments, while continuing to drive industry advocacy efforts, provide regular research and expand its educational offerings, including the recently launched Exhibition Management School, both online and on-site.

There will be two focal points to keep the industry connected and updated. The “UFI connects” series of digital sessions and events will continue to evolve, and, in parallel, the Exhibition Think Tank Club, which UFI member companies can access as a new member benefit, will grow as an international platform for exhibition industry professionals. The Global CEO Summit is planned to take place on-site in Hamburg (Germany) from 3-5 February.

# UFI reviews “a year like no other”

## Continued

**Anbu Varathan** (Indian Machine Tool Manufacturers' Association - IMTMA, India) is UFI 2021 President. He is joined in UFI's new presidential leadership trio by **Monica Lee-Müller** (Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited (HML), Hong Kong) as Incoming President, and **Mary Larkin** (Diversified Communications, Portland, USA) as Outgoing President.



Photo: Presidential Trio: Anbu Varathan, Monica Lee-Müller, and Mary Larkin

# The UFI Congress welcomed a united and resilient industry

Around 700 UFI members from more than 50 countries and regions attended the 87th UFI Global Congress, which took place online from 16 to 19 November.

This year's digital event has been the largest in UFI's history, exceeding the record number of attendees at the 2019 Global Congress in Bangkok, Thailand and the 2016 Global Congress in Shanghai, China).

Three registration packages were available, making this the most accessible UFI Global Congress ever for our global community. Participants enjoyed connecting screen-to-screen, as face-to-face meetings have been put on hold due to the COVID-19 pandemic.

Built around prime regional time slots for Asia/Pacific, Europe, the Middle East and Africa, and the Americas, the programme enabled participants to connect and follow the event from their own time zone, and to review other sessions on-demand. In parallel, participants used – and are still using – the platform to network and meet with peers around the world, at whatever time works best for them.



Photo: Andrew Bernadi Concert at ExCel London

Over 1,200 connections were registered directly on the platform – and there have been numerous other direct digital connections. All Global Congress sessions will remain available on-demand until 4 December 2020.

Kai Hattendorf, Managing Director and CEO at UFI, says: **“With face-to-face not an option this year, we’ve re-written the textbook for the UFI Congress. We’ve had to be agile; we’ve had to adapt; we’ve had to be fearless and bold. We’ve completely re-built the way we deliver the event globally, keeping all regions and time zones in mind. And we’ve managed to create experiences that everyone can engage with, despite being limited to screens.”** **“The number one piece of feedback from participants is that they miss seeing each other face-to-face and having the opportunity for spontaneous chats and encounters. At the same time, many used the chat functionality and networking sessions to state how great it was to have the opportunity for everyone to connect. People especially praised the fact that we delivered the sessions and the networking opportunities with their specific business hours in mind – that we managed to deliver a truly global event optimised for all regions,”** he adds.

## Timely content – globally delivered for a global industry

58 speakers were “on stage”, as 16 hours of live sessions were presented by UFI's quartet of regional managers, broadcasting live from Hong Kong, Dubai, London and Bogotá. Wherever possible, the team delivered live chats and sessions, facilitating real-time dialogue and feedback from participants around the world.

The four Global Congress keynotes covered the new reality for the global economy, for geo-politics, for human health and for the connected industries of travel, hospitality and business events, forming a consistent view of the future ahead of us all in the coming 24 months. Panels with global and regional industry leaders shared unique insights into the exhibition industry's response and trends, from advocacy to the growth of hybrid events.

## New UFI research presented

As usual, Global Congress participants were the first to be updated on new, original UFI research findings, as a comprehensive analysis and overview of the exhibition industry's activities in Latin America was presented. This research represents the first in-depth overview of the region that is aligned with metrics from other regions around the world. Delegates also heard very encouraging new findings from the UFI/Explori Global Recovery Trends report, which showed that exhibitors and visitors globally are eager to return to face-to-face platforms.

Keynote speaker Ambassador Wolfgang Ischinger, who organises the annual Munich Security Conference, echoed these findings, stating: **“Leaders will have an incentive to meet again physically. You can have any number of personal meetings at the margins of the meeting. You can't replace these personal physical meetings. It is not so easy to build a personal relationship on a laptop.”**

Meanwhile, keynote speaker, Gloria Guevara Manzo, who is President and CEO at the World Travel & Tourism Council (WTTC), reiterated the call for action to convince the authorities to prioritise travel and business events as a critical element of economic recovery: **“We need to learn from the past. We can't wait for a vaccine to be widely spread around the world; we need to be able to resume international travel before.”**

# The UFI Congress welcomed a united and resilient industry

## Maintaining special moments and experiences

Despite the digital format, the Global Congress included a multitude of networking opportunities and special moments. The highlight was a performance by violinist Andrew Bernardi, who played a short concert from one of the vast and currently empty exhibition halls at ExCel London, accompanied by a quintet of musicians. Playing pieces from British composer Edward Elgar on his 1696 Amici Stradivari, Andrew Bernardi and the other musicians left delegates with a powerful reminder of the energy created when people come together – be it for business, or for music.

## Welcome to the 2020/21 UFI President

Anbu Varathan, Director General and CEO at the Indian Machine Tool Manufacturers' Association (IMTMA) and Bangalore International Exhibition Centre (BIEC) formally assumes office as the UFI President for the year to come.



Photo: Anbu Varathan, UFI President

He says: **"I am extremely happy and honoured to address the global exhibition community, as I assume the UFI Presidency. We are all living in extraordinary times with the COVID-19 pandemic having a profound and lasting impact on human life, the global economy and, in particular, our exhibition industry and all related industries. We need to delve deep and look for opportunities and strategies to innovate, to enhance technological capabilities, to reorient market strategies, to equip workforce with emerging technologies and to re-emerge as a strong force once again."**

UFI would like to thank Craig Newman (UFI President 2018/19), Mary Larkin (Outgoing President) and Monica Lee-Müller (Incoming President) for serving the association and the industry!

Open to more than 50,000 industry professionals globally who work for UFI member companies, the UFI Global Congress takes place each November and is known as the exhibition industry's largest global meeting of the year, combining international networking with unique content.

# UFI thanks all of its Sponsors & Partners

## UFI Congress



87th UFI GLOBAL CONGRESS 2020  
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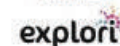
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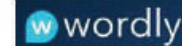
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Photo: UFI Sponsors and Partners

# UFI announces themes for 2021 UFI Awards

**Deadline for all award submissions is March 16, 2021**

We are pleased to announce the launch of the 2021 UFI Awards, designed to acknowledge and honour best practices and outstanding activities across the industry.

This award programme, globally recognised for more than a decade, is open to exhibition organisers, venue operators and service providers. Participants are encouraged to enter their best practice cases across six categories:

- HR Management
- Marketing
- Industry Partner
- Digital Innovation
- Operations & Services
- Sustainable Development



Photo: UFI themes for UFI Awards 2021

2020 will be remembered as the year the global exhibition industry was hit like never before. While the world stands united against COVID-19, casualties across the industry have been staggering. Now, more than ever, it's important to show that organisers, venue operators and service providers, are not just "still there", but are ready to adapt quickly in challenging times.

**"The UFI Awards programme enjoys an outstanding reputation in our industry - both as a prestigious award to win, and as a programme that identifies and shares best practices from our industry around the world."** says Kai Hattendorf, UFI's Managing Director and CEO.

The entry deadline for all categories is 16 March 2021. Winners in each category will receive their awards during an official ceremony at the UFI Global Congress 2021.

They will also have the opportunity to present their projects at the event. Winning entries will be displayed on the UFI website, [www.ufi.org](http://www.ufi.org), and will gain significant coverage in major international tradeshow publications.

Entries should reflect the theme of each category, decided upon by UFI Working Groups – industry experts who manage and lead the UFI Awards.

The awards and themes for 2021 are:

- **HR Management Award:** Effective remote team collaboration
- **Marketing Award:** The best marketing strategy in challenging times
- **Industry Partner Award:** Alliances and success stories: the future of the exhibition industry during and post the pandemic
- **Digital Innovation Award:** Digital Innovation for the Exhibition Industry Recovery
- **Operations & Services Award:** Driving transformation: the role of operations and services in revitalising the events industry, post COVID-19
- **Sustainable Development Award:** Partnerships for sustainability in and after COVID-19 times

The UFI Awards are open to both UFI members and non-members. There is no participation fee.

The 2020 Award winners as well as more information about the UFI Awards can found at [ufi.org/awards](http://ufi.org/awards).

# UFI Exhibition Management School

**The next edition will take place online from 24 January to 18 February 2021**

Delivered by a faculty of industry experts, the UFI-EMS will combine both global insights and regional expertise for the Middle East and Africa region.

## **SIX GOOD REASONS TO REGISTER NOW!**

### **1- ENRICH YOUR BUSINESS NETWORK**

Work alongside industry peers and grow your global network.

### **2- GRASP THE VALUE OF ONLINE TRAINING**

Set to two hours per topic, the online UFI-EMS will allow you to take part in the training in addition to your day to day obligations.

### **3- CONTINUOUS INTERACTION**

Access to focused Alumni group on the worldwide ETT Club industry e-platform.

### **4- UPGRADE SKILLS**

Continue to stay on top of market trends and developments in the exhibition industry.

### **5- GLOBALLY RECOGNISED CERTIFICATION**

Graduates from the UFI-EMS will receive a Certification of completion.

### **6- EARLY BIRD RATE**

Book before 11 December 2020 and enjoy 10% discount!

## **THE UFI-EMS OFFERS A WIDE RANGE OF INDUSTRY TOPICS**

The world is not the same as it used to be, and the global pandemic has taught us to be adaptable, to reinvent our ways. We are proud to bring you content, in line with today's new reality! In this edition program:

- **Agile Cross-Sales Strategies**
- **Customer Centricity & Care**
- **Cross-Channel Exhibition Marketing**
- **Digital Innovation**
- **Human Resources & Leadership**
- **Global Business Development**
- **Budget and P&L**
- **Strategy Creation and Development**

## **EARLY BIRD RATE**

Book before **11 December 2020** and benefit from our early bird rate:

For UFI members: €805.50 instead of €895.

For non members: €1,075.50 instead of €1,195.

Register here: <https://ufi-ems.com/>.

For any questions, please contact [ems@ufi.org](mailto:ems@ufi.org).

View the brochure [here](#).

# 300 Gold ETT Membership for UFI Members

## New UFI member benefit

As our industry works together to plot the best course ahead, communications and dialogue are key. Alongside events, UFI offers a host of networking opportunities, from Working Groups and Special Interest Groups, to WhatsApp groups, Social Media channels and UFI connects sessions. And today, we're adding a new one to the list: the Exhibition Think Tank Club (ETT Club).

The Exhibition Think Tank Club is a global e-platform for exhibition industry professionals to network, debate and continue to help the industry move forward. The ETT Club brings together industry peers from different countries and sectors to share their expertise, vision and insights.

UFI is partnering with MBB-Consulting Group – the company behind the ETT Club– to further increase the reach and quality of the platform, by opening it up to colleagues from UFI member companies. To ensure as many of our members as possible can benefit, UFI has secured 300 ETT Club Gold Memberships for UFI member staff, and will cover two ETT Club Gold Memberships per UFI member company.

ETT Club members get access to online discussions, sprints and think tanks, which provide a perfect platform to exchange views and ideas in a structured way. Sprints and think tanks often involve breakout group work, which take networking opportunities further. The club also runs focus groups, which members can join, on six core industry topics, including the value proposition, digital and AI, and people and skills. Whilst many ETT Club services are accessible via free membership, Gold Members enjoy exclusive access to a wide range of reports, innovative “Netucation” sessions, which provide learning opportunities through a virtual networking platform, the Gold Member Lounge and more.

### Conditions to apply

- ETT Club Gold memberships will be given exclusively to members that register via the [UFI Member's Area](#), until we reach the amount of 300 ETT Club Gold memberships delivered
- UFI covers up to two free ETT Club Gold memberships per member company to ensure that many of its members can benefit.
- As per this limited amount, after the registration is received and pre-accepted by UFI staff, the designated UFI Main Contact will be contacted by UFI and will be asked to validate the registration of their staff.

### Procedure: How to apply

1. Go to the UFI Member's Area and log in using your email account.
2. If you don't know your password, click on “Forgot password” and you will receive an email to create a new one.
3. Click on the section “ETT Club” and fill in the form.
4. UFI will send an email to validate your registration including the UFI Main Contact in your organization CC.
5. The UFI Main Contact in your organization must give the consent for you to be the beneficiary of a free ETT Club Gold membership.
6. Once your UFI Main Contact validates your registration, you will receive a confirmation email from UFI and a welcome email from the ETT Club.
7. You can start to profit from this global platform to network and debate with other members who share similar interests and specialities.

Alongside the Gold Memberships offered by UFI, you can sign up additional colleagues via individual, team or company memberships on the ETT Club website [here](#).

Should you have any questions, don't hesitate to contact us at: [engagement@ufi.org](mailto:engagement@ufi.org).



# 300 Gold ETT Membership for UFI Members

Continued

**Exhibition Think Tank**  
Working together to redefine the industry

**ett club**  
Innovate + Network

**21**  
WORKING GROUPS

ENDLESS SKILLS AND TALENT

**400+**  
EXHIBITION PROFESSIONALS

**JOIN NOW!**

**NEW BENEFIT:**

**Go to UFI Members' Area(\*),  
log in  
and get your FREE  
Gold ETTC Membership**

(\*) [www.ufi.org/membersarea](http://www.ufi.org/membersarea)

In partnership with:

**m33** Consulting Group

**ufi** The Global Association of the Exhibition Industry

Questions? Contact us: [engagement@ufi.org](mailto:engagement@ufi.org)

**LIMITED NUMBER AVAILABLE**

# Exhibition Think Tank Club

Onboarding webinar 3 December 2020



Innovate + Network

**NETWORKING | EDUCATION | INNOVATION**

## ett club Onboarding Webinar

3rd December 2020 - 08:00 or 16:00 UK time

To welcome new members and explain the many benefits of ETT Club events, reports and other benefits

**REGISTER NOW!**

ORGANISED BY  Consulting Group  The Global Association of the Exhibition Industry

Sharing and Discussing Best Practice Cases



Innovate + Network

## Industrywide VALUE PROPOSITION

### TOWN HALL meeting

8th Dec 2020



**Cinzia Zanin**  
Research & Development  
Fondazione Fiera Milano



**Mark Parsons**  
Managing Director and Founder,  
Events Intelligence



**Matt Harris**  
Chairman and CEO,  
Konduko SA



**Stephan Forseilles**  
Head of Tech and Digital  
EasyFairs



**Stephanie Selesnick**  
President, International  
Trade Information Inc.

**REGISTER NOW - FREE**

Organised by:  Consulting Group  The Global Association of the Exhibition Industry

Photos: Exhibition Think Tank Club upcoming webinars

# Market Status Tracker

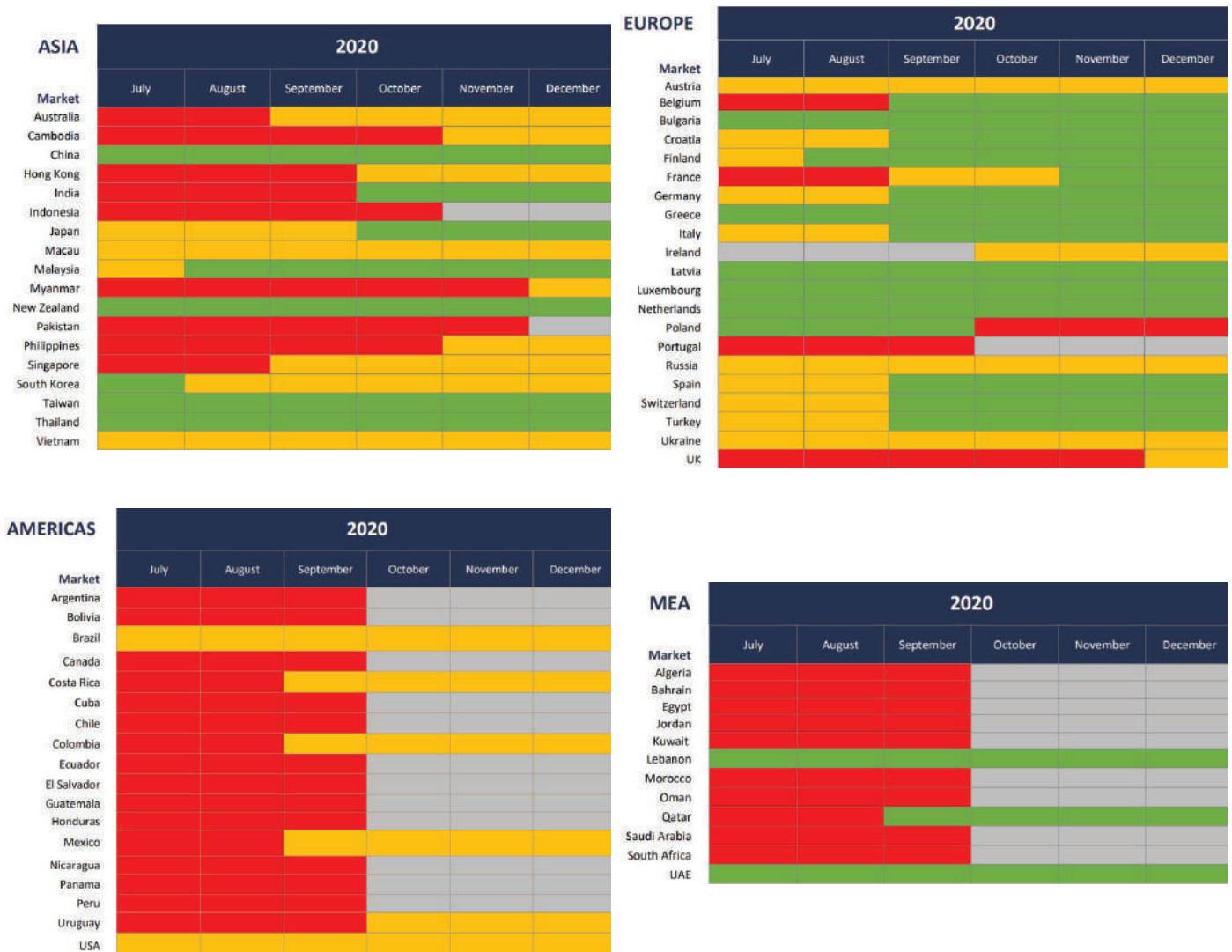
## Overview for reopening of the exhibition industry

UFI's "Exhibitions Industry Market Status Tracker" offers a compact dashboard view showing which markets are open & closed, post the emergence from COVID-19.

The Exhibition Industry Market Status Tracker is based on vetted information around the world, including main markets from Asia, Europe, Middle East Africa (MEA) and Americas.

You can download it free of charge at [www.ufi.org/coronavirus](http://www.ufi.org/coronavirus).

The file is constantly updated following the most recent official announcements in each market. You can contribute to keep it updated, if you have news from your region, please email us at [reopen@ufi.org](mailto:reopen@ufi.org).



# Travel is key for recovery

## Five takeaways from UFI Congress Keynote Gloria Guevara Manzo

By Danica Thormohlen

**“It is crucial to work together to align ourselves, especially during this recovery,”** said Gloria Guevara Manzo, President & CEO at the World Travel & Tourism Council (WTTC), during a live keynote at the UFI Global Congress Americas Programme.

She presented the latest WTCC research, outlined the organisation’s efforts to jumpstart the recovery for the sector, and provided key learnings from previous crises as they relate to the current pandemic.

**The backstory:** In 2019, the travel and tourism sector represented 10.3% of global GDP or \$1.2 trillion USD, growing 3.5% year-over-year — outpacing the 2.5% growth rate of the global economy. From March through November 2020, the sector has lost 142.6 million jobs (-43%), and GDP loss is \$3,815 billion USD (-43%). International arrivals are down 65% while domestic arrivals are down 33%.



Photo: Gloria Guevara Manzo, President & CEO at The World Travel and Tourism Council

Manzo offered many insights for the virtual audience, but here are my top five takeaways:

- 1. Coordinated, consistent efforts will help the industry rebound faster.** **“We need to learn from the past,”** Manzo said. **WTCC analyzed the data from 90 crises — including political instability, natural disasters, terrorism and disease —which occurred from 2001 to 2018. Recovery following diseases or outbreaks like SARS, MERS and Ebola averaged 19.4 months while the minimum was 10 months.** **“When we work together through private-public collaborations and have international coordination, we have recovered faster,”** she said. **“If we have different protocols, it will take longer.”**
- 2. Recovery is possible without a vaccine.** **“With SARS, China was able to recover without a vaccine,”** Manzo said. **“We need to learn what they did in terms of isolation and what they are doing now because the reality is China has already recovered domestically.”** Before the vaccine, WTTC recommends investing in extensive, rapid (less than one hour), reliable (97%+), low-cost testing before departure.
- 3. Testing and tracing is part of the solution.** At the G20 Tourism Ministers Summit in October, WTCC launched its 100 million job recovery plan to reactivate the sector, and a key element includes adopting a policy of rapid COVID-19 testing as an alternative to quarantine. **“We need an internationally agreed upon testing framework and tracing based on risk assessment,”** Manzo said.
- 4. Government support is critical.** **“We need to reopen borders in an international coordinated way between the public and private sector and other countries,”** she said. **“We need to remove travel barriers and quarantines. We should eliminate travel advisories and bans on non-essential international travel.”**
- 5. The travel experience needs to be the seamless to rebuild trust.** **“We can enhance the traveler experience by adding a health component and using technology,”** she said. **“We need to provide consistency, reduce risk and build confidence that it is safe to travel again.”**

The bottom line: Resumption of international travel is paramount not only for the exhibition industry but also the global economic recovery. Over the last five years, one in four of all new jobs created came from travel and tourism. **“We can’t wait for a vaccine,”** she said. **“We have to use testing, tracing and isolation in a coordinated effort.”**

Keep an eye on the [UFI blog](#) for more takeaways from this year’s UFI Congress.

UFI connects  
Online programme  
2020



# Stay digitally connected – with industry professionals all around the world.

With *UFI connects* you will keep in touch with the exhibition industry. The programme of regular talks, panels and webinar sessions is organized by the UFI team – for you! And the best part: these sessions are free of charge for all industry professionals



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[#uficonnects](https://twitter.com/uficonnects)

To watch the sessions visit the website: [www.ufi.org/uficonnects](http://www.ufi.org/uficonnects)

# EEIA News from Brussels

## EU Exhibition Industry Recovery Plans



EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

As EU member states work on their recovery plans to be handed in to the European Commission, the recovery fund and budget for the upcoming years remain blocked.

Nonetheless, we encourage all members to submit their demands and needs, ideally connected to the travel and tourism industry, to their national governments to be mentioned in official recovery plans, so you can benefit from support when available. Be as precise as possible, and include any investments and plans for digitisation and sustainability.

Ideally, connecting with your national association for the exhibition industry or, on a regional level, with your city traffic, hotels and the local tourism and convention boards could help to shape larger sector-specific or cross-sectoral plans, which will be more likely to be considered. Here is a [description](#) with examples for the travel and tourism sector and links to some draft national plans.

The last weeks of EU-UK negotiations are taking place to reach a future agreement with the aim of avoiding a hard Brexit. While most European countries are still locked down to get infection rates under control, the European Commission has adopted a recommendation on the use of rapid antigen tests for diagnosing COVID-19. It has also called for validation and mutual recognition of tests and their results, in order to facilitate cross-border movement. This is an important step for the upcoming period, and provides an outlook for resuming travel within Europe. Access the document [here](#).

Concerning travel restrictions and resuming international travel, the European Commission has issued guidance to implement the Council's recommendation with regard to persons exempt from the temporary restriction on non-essential travel to the EU. We were able to draw attention to the exhibition industry so that the paragraph on business purposes now includes attendance at trade fairs and exhibitions. This opens up sales perspectives for international shows in Europe! Access the document [here](#).

The EEIA has also joined forces with the travel industry to advocate for an e-health card or app, now that evidence of medical issues (e.g. COVID-19 test results or vaccinations) will be required for travel purposes. Such a (ideally global) solution could not only facilitate safe, seamless and contactless travel but also access to exhibitions and events. IATA is leading the discussion about this with governments around the world.

In terms of perspectives, the EEIA will be contributing to an UFI connects session on collaboration possibilities with the Enterprise Europe Network on 9 December 2020.

# News from Latin America

## The Exhibition Industry in Latin America

Latin America advances with one new country in the UFI's Exhibition Industry Market Status Tracker.

This time, Ecuador has partially opened exhibitions, for a total of 6 countries in the region that are actively doing events and exhibitions. In parallel, as several markets do not have the green light to open, a large percentage of organisers in those countries are moving to the digital events.

Also, we were glad to announce that during our Global Congress, the Latin America Exhibition Industry report has been published and is ready to be consulted. This report presents an overview of the exhibition industry in Latin America. It includes country profiles of markets in Latin America, industry trends, regional analysis and statistics and macroeconomic trends. For more details please visit our website [here](#).



Photo: Cover of The Exhibition Industry In Latin America Report

# Exhibition Management School

The next edition will take place online from 24 January to 18 February 2021





## Exhibition Management School

In partnership with MBB-Consulting

UFI and MBB-Consulting have joined forces to launch a new industry education programme for exhibition organisers, the UFI-Exhibition Management School (UFI-EMS).

Specifically designed for middle and senior level individuals from exhibition organising companies, the programme covers a wide range of relevant industry topics, such as strategy, global business development, marketing, leadership, digital innovation and more!

# High-quality education for and from the exhibition industry

-  Run by industry leading experts
-  Globally recognised certification
-  Global insights and regional expertise
-  Supported by key industry task force

More information: [ufi.org/education/exhibition-management-school](https://ufi.org/education/exhibition-management-school) Contact us: [ems@ufi.org](mailto:ems@ufi.org)

Register now at  
[ufi-ems.com](https://ufi-ems.com)

**MBB** Consulting Group



The Global Association of the Exhibition Industry



# News from Europe

## Latest industry updates

### ICCA Congress

On Tuesday 3rd November, Regional Manager for Europe Nick Dugdale-Moore took part in the European hub of ICCA's 2020 Congress. The hybrid event took place in Luxembourg but due to a change in regulations the week before, Nick was unable to travel in-person. Entitled "How Covid will shape future actions in business events" the session featured Remy Merckx, SVP Global Digital & Marketing, Radisson Hotels, Carlotta Ferrari the President of the Italian Convention Bureau, and was moderated by Bruce Redor from GainingEdge.

The continued lack of international travel (as evidenced by Nick not being able to travel to the event) united the speakers, who's whose industries are badly affected and will remain so until international business travel is reopened across Europe.

### Franco-Hispanic Economic Forum

IFEMA and the Franco-Hispanic Chamber of Commerce organised a one-day event on Friday 6th November entitled "How to accelerate the recovery of economic sectors by promoting business participation in fairs and congresses."

Following the inauguration which included Jean-Michel Casa, the French Ambassador to Spain and Eugenia Carballado the Minister of the Presidency of the Community of Madrid, Nick Dugdale-Moore joined IFEMA's Eduardo López of Madrid, UFI Regional Manager Nick Dugdale-Moore joined IFEMA's Eduardo López.



Photo: Franco Hispanic Economic Forum

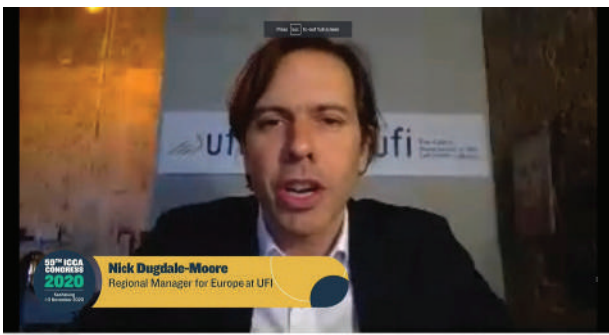


Photo: Nick Dugdale-Moore at ICCA Congress

# Singapore is reopening for business events

## ITB Asia and the Singapore Tourism Board hosted “TravelRevive”

Singapore is reopening for business events, following a staggered approach. In the last week on November, ITB Asia and the Singapore Tourism Board hosted TravelRevive, an international two-day tradeshow and conference for the travel and tourism industry, billed as the first international travel tradeshow to take place physically in Asia Pacific since Covid-19.

Close to 1,000 participants took part, with international participants flying in from Asia and Europe, including UFI Managing Director and CEO Kai Hattendorf.

Explaining the thinking behind Singapore’s approach, Trade and Industry Minister Chan Chun Sing said: **“We are not waiting for a vaccine to arrive, nor are we waiting for the COVID-19 pandemic to blow over. Instead, we are establishing the foundations now and getting started on the journey to reinvent and rebuild the industry.”**

Singapore’s approach is to put “testing over quarantine”, to allow for international events to run smoothly – an approach UFI is advocating for globally. **“I was tested after at the airport on arrival in Singapore, and then did a rapid antigen test each morning before accessing the event”, summarises Kai Hattendorf. “Combined with the other measures in place, like the grouping of participants, the use of masks and the general social distancing rules, it created a sense of safety for everyone. The measures surely somewhat limit the usual experience, but they do allow for safe business and meetings to take place.”**

All the elements – from group (“cohort”) sizes to show floor capacity calculations – at the event were set up to be scaleable, giving authorities and organisers good metrics to work with as show sizes can be adjusted related to the respective Covid regulatory framework in place. In essence, the show floor works almost like a flowcharts for staggered audience flow. And the key metric for success is not the number of visitors, or the size of the show floor – it’s the contacts and leads generated.

On stage during two sessions over the two day programme, Kai Hattendorf highlighted the role exhibitions and business events will play for the recovery and positioning of countries and regions as we overcome the impact of the pandemic.



Photo: Images of TravelRevive Singapore

# Next Generation Leadership Grant

## Bridging the gap between physical and digital

Now in its fifth year, the Next Generation Leadership (NGL) Grant has enabled five young talents of the exhibition industry to present their ideas about the future of the industry at the UFI Global Congress, kindly sponsored by Comexposium. Originally planned to take place in Muscat, Oman, the event was held online due to the COVID-19 pandemic.

In light of the continuing COVID-19 crisis, NGL Grant winners dedicated their session to better understanding the resilience of the industry, and presented their suggestions regarding the most important aspects of the industry requiring transformation to be able to face future emergencies.

The grantees noted the importance of sustainability in fostering business communities around industries and the need for an innovative business model management. They stressed the importance of shifting from a traditional square metres selling model to a more hybrid concept, to guarantee professional networking even with travel restrictions.

They also focused on how technology and, in particular, digital transformation will play an important role in ensuring the future competitiveness of the industry. It is therefore key for companies to attract young talent and choose the right platforms to realise effective hybrid events.

The session closed with some recommendations from the marketing and PR point of view, underlying the importance of generating a positive image of a company and of the industry itself.

To find out more about the NGL winners, you can read their interviews on the [UFI Blog](#).

### **Mentorship programme**

Now they've presented at the UFI Global Congress, the NGL Grant winners are ready to start the second part of the experience: the mentorship programme. This gives them the chance to benefit from executive-level mentoring with industry professionals.

All mentees will benefit from a safe and confidential environment, within which they can learn, brainstorm, test ideas and discuss work-related challenges and opportunities. Once in contact with their mentors, mentees are encouraged to discuss their personal or career targets and how they want to manage them. The mentors will share their experiences and offer guidance and advice.

For information regarding the NGL Grant, please contact UFI at: [NGLgrant@ufi.org](mailto:NGLgrant@ufi.org)



Photo: The 2020 NGL grant winners

# 2020 Working Group Election Results

## Results announcement

UFI is pleased to announce the election results for the new Chairs and Vice-Chairs of the UFI Working Groups for the 2020-23 mandate. The elections take place every three years.

To give UFI members the opportunity to exchange valuable information, experiences and know-how on matters of common professional interest, UFI oversees working groups on various topics. These are open to any UFI member wishing to take part. Each working group is headed by a Chair and Vice-Chair, and is composed of a limited number of UFI members. Each group relies on the active and continuing participation and commitment of its members.

The new Chairs and Vice-Chairs are as follows.

### HR Management

CHAIR: Enio Gualandris, Fiera Milano S.p.A. (Italy)

VICE-CHAIR: Robert T. Heinemann, Heinemann Management Consulting GmbH (Germany)

(See: [ufi.org/about/committees/hr-management](https://ufi.org/about/committees/hr-management))

### Digital Innovation

CHAIR: Matthias Baur, MBB-Consulting Group (UK)

VICE-CHAIR: Gunnar Heinrich, adventics GmbH (Germany)

(See: [ufi.org/about/committees/digital-innovation](https://ufi.org/about/committees/digital-innovation))

### Industry Partners

CHAIR: Ravinder Sethi, R.E Rogers India Pvt. (India)

VICE-CHAIR: Jo-Anne Kelleway, Info Salons Group (Australia)

VICE-CHAIR: Sebastian Witt, jwc GmbH (Germany)

(See: [ufi.org/about/committees/industry-partners](https://ufi.org/about/committees/industry-partners))

### Marketing

CHAIR: Dr. Holger Feist, Messe München (Germany)

VICE-CHAIR: Dorota Wallusch, Grupa MTP (Poland)

(See: [ufi.org/about/committees/marketing](https://ufi.org/about/committees/marketing))

### Operations and Services

CHAIR: Stefan Eckert, Koelnmesse GmbH (Germany)

VICE-CHAIR: Jules Broex, RAI Amsterdam (The Netherlands)

(See: [ufi.org/about/committees/operations-and-services](https://ufi.org/about/committees/operations-and-services))

### Sustainable Development

CHAIR: Stephanie Mathas, RAI Amsterdam (The Netherlands)

VICE-CHAIR: H. S. (Vicky) Bedi, P.S. BEDI & Co. Pvt. Ltd (India)

(See: [ufi.org/about/committees/sustainable-development](https://ufi.org/about/committees/sustainable-development))

If you have any questions regarding the UFI Working Groups, please [contact us](#).

Don't forget to log in!

**UFI Members' Area**  
[ufi.org/membersarea](http://ufi.org/membersarea)

# TCEB awards innovative solutions to enhance MICE industry operations

## (A contribution from TCEB)

The Thailand Convention and Exhibition Bureau announced the winners of its Thailand's MICE Startup competition on 18 November.

Now in its third year, the competition aims to promote innovation for the MICE industry. The winning projects showcase innovation in relation to driving engagement, vehicle sharing and energy saving.



The project paired Thai start-ups and tech entrepreneurs with Thai MICE entrepreneurs to address and solve pain points in MICE operations, especially those affected by the COVID-19 pandemic, by creating innovative solutions. The aim is to promote 'practical innovation' in order to improve the efficiency, cost-effectiveness and performance of MICE entrepreneurs.

The first prize of 400,000 baht went to a partnership between NewMedia X and the organiser of Thailand Toy Expo for their "hybridsolution", which drives offline and online engagement for hybrid exhibitions.

Second place went to a partnership between LOOPs and MICE Communication, who received 200,000 baht for their Vanpooling solution, which facilitates vehicle sharing for mega sport events. Third place went to a partnership between Alto Tech and SYN Hotel, who received 100,000 baht for their energy saving with a smart AI solution.

The five judges based their decisions on the ability of each solution to enhance MICE industry standards.

The competition is a collaboration between the TCEB and the National Science and Technology Development Agency (NSTDA), the Digital Economy Promotion Agency (depa) and the National Innovation Agency (NIA), which is a public organisation.

## UFI Blog

**UFI's blog offers a variety of in-house contributions and guest blog from industry experts.**

[Recent posts include:](#)

**TCEB SETS UP FIRST MILESTONE OF "THAILAND LOG-IN EVENTS"**

**TRAVEL IS KEY FOR RECOVERY** Blogger: Danica Thormohlen, Journalist | Editor| Content Creator | Podcaster.

**CASE STUDY: ENTRANCE EXAMINATION OF LAUREA UNIVERSITY OF APPLIED SCIENCES**

**MEET SPEAKER LUCIA PALACIOS** Blogger: Stephanie Selesnick, International Trade Information, Inc.

**MEET SPEAKER CELIA NAVARRETE** Blogger: Stephanie Selesnick, International Trade Information, Inc.

**CASE STUDY: THE FINNISH WAR VETERANS**

**MESSAGE FROM UFI PRESIDENT MARY LARKIN** Blogger: Mary Larkin, President at UFI

**SISO / UFI DEEPER DIVE: CASTE STUDIE SUPER PET EXPO**

**MEET SPEAKER LAURA BARRERA** Blogger: Stephanie Selesnick, International Trade Information, Inc.

**TCEB GEARED TO HOST AFECA AGM 2021**

**MEET THE NGL GRANT RECIPIENT WINNERS** Blogger: Stephanie Selesnick, International Trade Information, Inc.

**UFI AND SISO CALL FOR "TESTING OVER QUARANTINE" POLICIES TO KEEP BUSINESSES GOING**

**MESSAGE FROM UFI PRESIDENT MARY LARKIN - OCTOBER 2020** Blogger: Mary Larkin, President at UFI

**YES, THE QUALITY OF EXHIBITING COMPANIES AT YOUR SHOW MATTERS** Blogger: Stephanie Selesnick, International Trade Information, Inc.

**PROPOSAL FOR EVENTS INDUSTRY HIBERNATION SUPPORT PACKAGE**

**STATE AID FOR THE EVENT INDUSTRY – CORONAVIRUS – GERMANY AND EUROPE**

**AN OPPORTUNE TIME TO CONNECT** Blogger: Stephanie Selesnick, International Trade Information, Inc.

**SO YOU THINK EXHIBITIONS ARE DEAD? YOU'RE WRONG** Blogger: Fernando Gorbarán, CEO, Messe Frankfurt Argentina, UFI LatAm Vice Chapter Chair

**TCEB'S EXHIBITION DEPARTMENT'S LAUNCH A NEW CAMPAIGN, "THAILAND LOG-IN EVENTS"**

All blog posts are available at [blog.ufi.org](http://blog.ufi.org).

If you are interested in becoming a guest blogger on UFI Live, please contact at [media@ufi.org](mailto:media@ufi.org).

## News updates from our media partners



### BEIJING NEW EXPO INTERNATIONAL CULTURE AND MEDIA CO.

It is a media company specialized in information on the exhibition industry. Holding firmly to the mission of “Connecting China and Abroad and Serving the Exhibition Industry”, the Company also organizes a series of influential exhibition communication events in China.

[Link](#)



### SPECIAL INTERVIEW WITH UFI PRESIDENT ANBU VARATHAN

In a special interview Anbu Varathan, Director General and CEO IMTMA & BIEC, he opens up about his plans and shares his perspectives on the future of our industry. [Link](#).



### REED EXHIBITIONS SET TO MAKE MAJOR JOB CUTS

The world’s second largest exhibition organiser, Reed Exhibitions’ redundancy programme can be seen as a result of the industry’s slow recovery from the pandemic. “As a responsible company, we are implementing necessary cost reductions across our global organisation, and in 2021 are looking to run at least 90% of the annual events by revenue that we ran in 2019.” [Link](#)



### BUENOS AIRES INTERNATIONAL BOOK FAIR

FELBA is co-organized by the Ministry of Culture of the City of Buenos Aires and the El Libro Foundation. It will have free entry and will take place outdoors from December 5 to 8, from 12 to 19, in the Parque de la Estación. There will be more than 40 exhibitors and an outstanding cultural program. [Link](#)



### THE 15 LEADING LATIN AMERICAN DESTINATIONS FOR EVENTS

The editorial board of Latinamerica Meetings consulted with different meeting planners from various venues in Latin America who are leaders within the meeting industry. These venues were selected based on their ability to reinvent themselves and face the challenges that came with the Covid\_19 pandemic. [Link](#)



### EVENTOS LATINOAMERICANOS

The Latin American Events Magazine, is the only specialised publication in the meetings and incentives industry, with coverage and distribution in Latin America and the Caribbean, being a Media Partner of the main specialised fairs of the sector worldwide, promoting the region in the global market. [Link](#)



### REBOOT IN HONG KONG

Four trade fairs were held successfully at the Hong Kong Convention and Exhibition Centre (HKCEC) from 11 to 13 November 2020, following a series of physical trade and consumer exhibitions in October. Hundreds of exhibitors, and thousands of local trade buyers from different industry attended the shows. [Link](#)



### FESTIROS STARTS PROMOTING THE REOPENING OF TOURISM IN LATIN AMERICA

This event took place from the 5th to the 8th of November at Serra Park, Gramado. On Thursday afternoon there was be a “blessing in the heavens” with the opening of a balloon overflight at the start of this three day event. [Link](#)



### UFI GLOBAL CONGRESS: ALL EYES TOWARD RECOVERY

With 700 participants from 51 countries and regions and 16 hours of live sessions broadcast from Hong Kong, Dubai, London, and Bogotá, the 87th UFI Global Congress was the organisation’s most ambitious event to date. [Link](#)



### STRAIGHT TALK WITH ED NICHOLS, VICE PRESIDENT OF EVENTS, HANNOVER FAIRS USA

TSNN sat down with Nichols to learn how he and his teams have been fairing during the COVID era, what he expects for the industry going forward and why he can’t imagine doing anything differently with his life. [Link](#)



### THE ICEBERG 2021/2022: PARTNERS AND AMBASSADORS

The call has just been issued for partners and ambassadors through 2021 and 2022. Iceberg Founder and Producer and James Latham believes sharing storytelling and advocacy is the best possible route to wider appreciation of the sector and its vital role in economic recovery. [Link](#)



**We encourage you to share UFI news with your communities.**

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