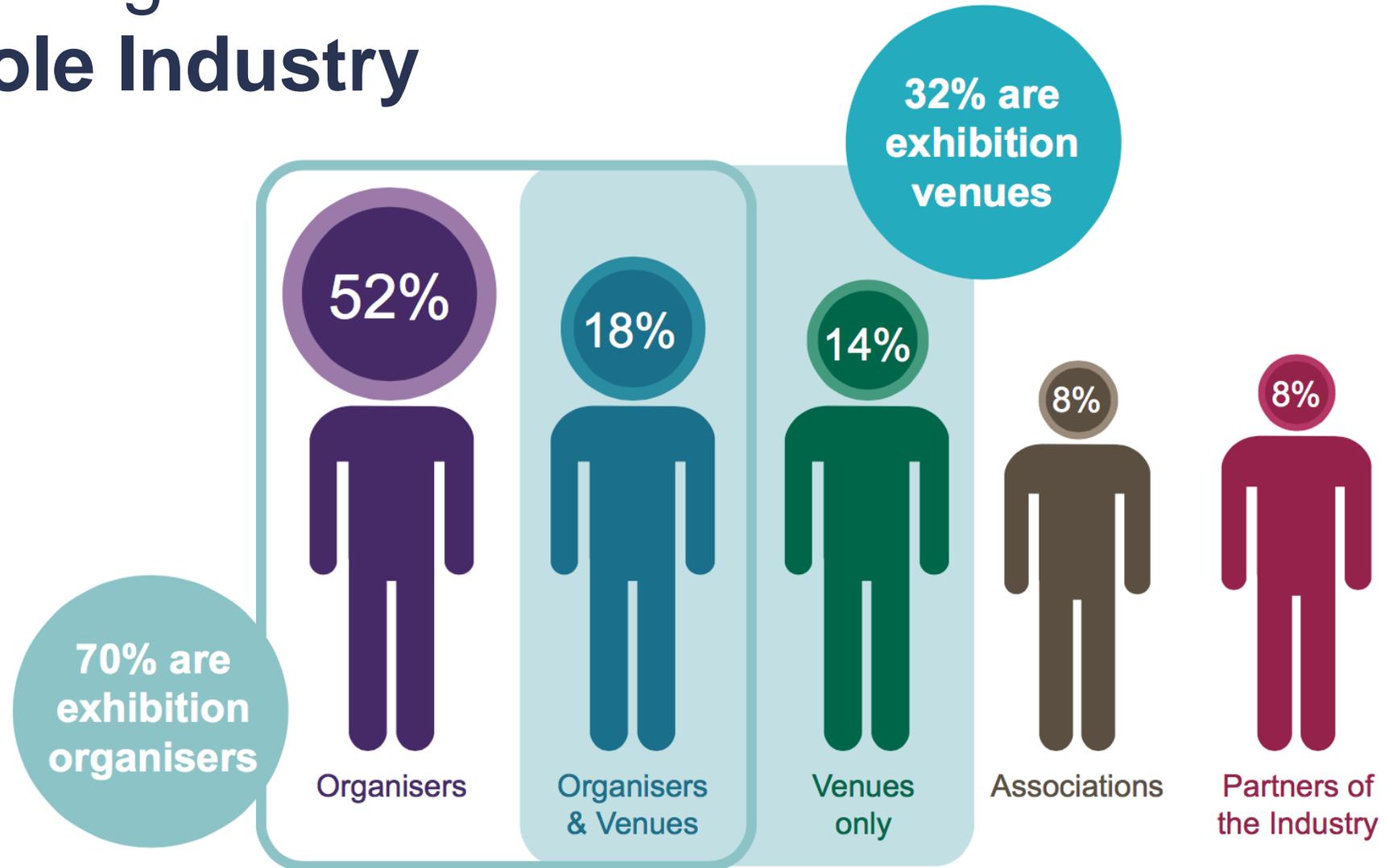


As our industry's global association, UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 56 national and regional associations members.

UFI represents, promotes and supports the business interests of its members and the exhibition industry globally.

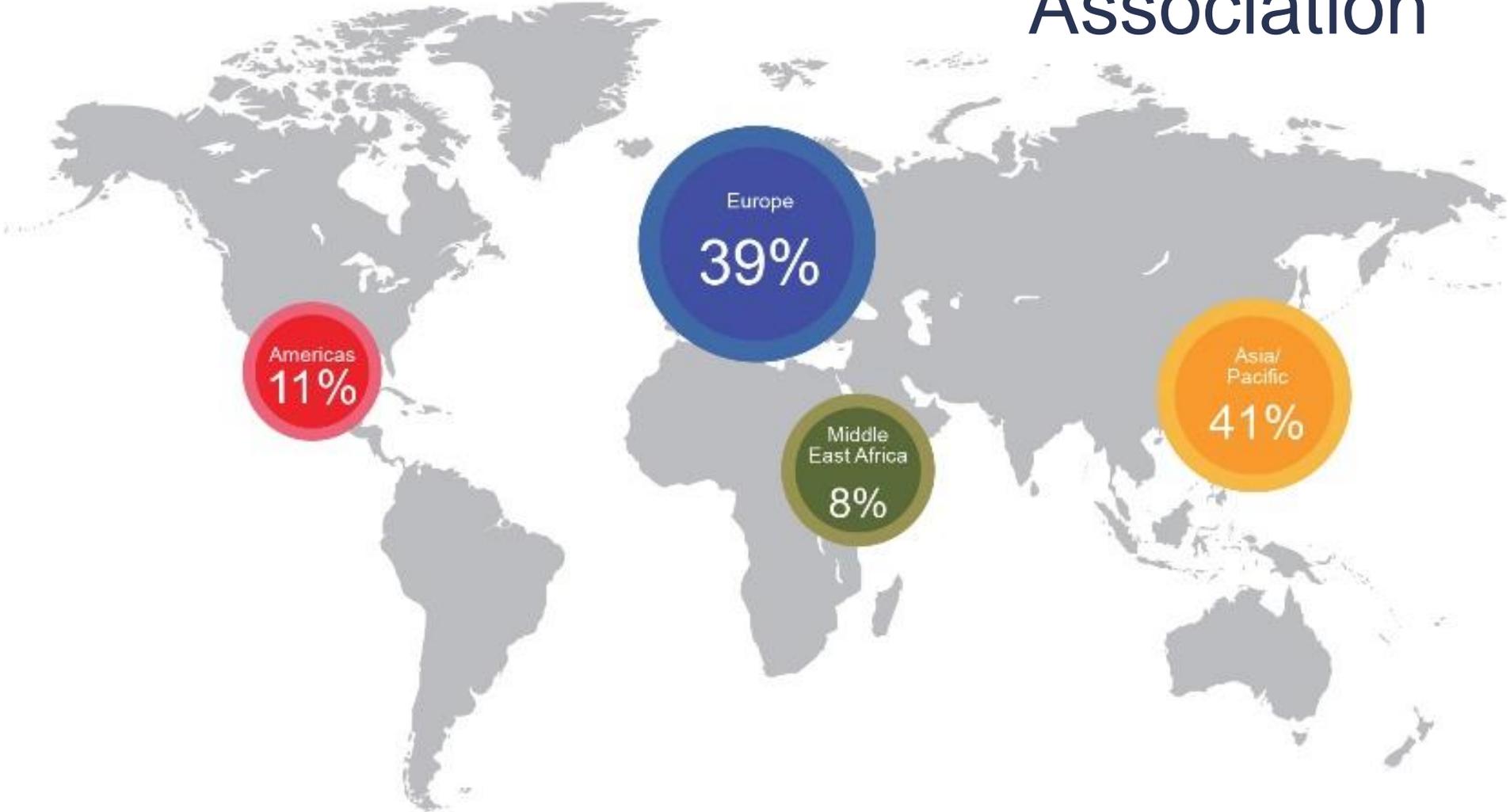
UFI was founded in 1925.

# Representing The Whole Industry



# The only **Global** Association

## Members by region



# Get in touch

UFI has a global network of offices in Europe, Asia-Pacific, Latin America and Middle East – Africa. The Global Headquarters is located in Paris, France. Feel free to contact any of our offices with questions or comments!



(33) 1 46 39 75 00



info@ufi.org



**UFI Headquarters /  
European Office**

[View details and staff](#)



**Asia / Pacific Office**

[View details and staff](#)



**Middle East / Africa  
Office**

[View details and staff](#)



**Latin American  
Office**

[View details and staff](#)





**Latin American Conference NEW**  
**April**

- 2018 Mexico City
- 2020 Buenos Aires**

**Global CEO Summit**  
**February**

- 2014 Vienna
- 2015 London
- 2016 Munich
- 2017 Barcelona
- 2018 Cannes
- 2019 London
- 2020 Rome**

**UFI Global Congress**  
**October/November**

- 2013 Seoul
- 2014 Bogota
- 2015 Milan
- 2016 Shanghai
- 2017 Johannesburg
- 2018 St. Petersburg
- 2019 Bangkok**
- 2020 Muscat

**Asia Pacific Conference**  
**March**

- 2014 Jakarta
- 2015 Hong Kong
- 2016 Chiang Mai
- 2017 Singapore
- 2018 Kuala Lumpur
- 2019 Tokyo
- 2020 Macau**

**European Conference**  
**May**

- 2014 St. Petersburg
- 2015 Istanbul
- 2016 Basel
- 2017 Cologne
- 2018 Verona
- 2019 Birmingham
- 2020 Goteborg**

**MEA Conference**  
**March**

- 2014 Doha
- 2015 Marrakech
- 2016 Beirut \*
- 2019 Dubai**

\*cancelled

**Other events include:**

- Forums (Operations & Services, Sustainable Development, HR, Marketing, Digital Innovation)
- UFI - Exhibition Management Degree
- International Summer University
- Venue Management School

# UFI Connects

Meeting online when we can't meet [www.ufi.org/uficonnects](http://www.ufi.org/uficonnects)



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

An online programme for exhibition and event professionals around the world

For more information, go to:  
[ufi.org/uficonnects](http://ufi.org/uficonnects)



UFI Diamond Sponsors



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

**Thursday, 14 May 2020**

9 am NY, 3 pm Paris, 5 pm UAE, 9 pm HK time

## Reopening exhibitions



**MARCO SPINGER**  
Director of Global Markets & IT Division, AUMA (Germany)



**RACHEL PARKER**  
Director, AEV- Association of Event Venues (UK)



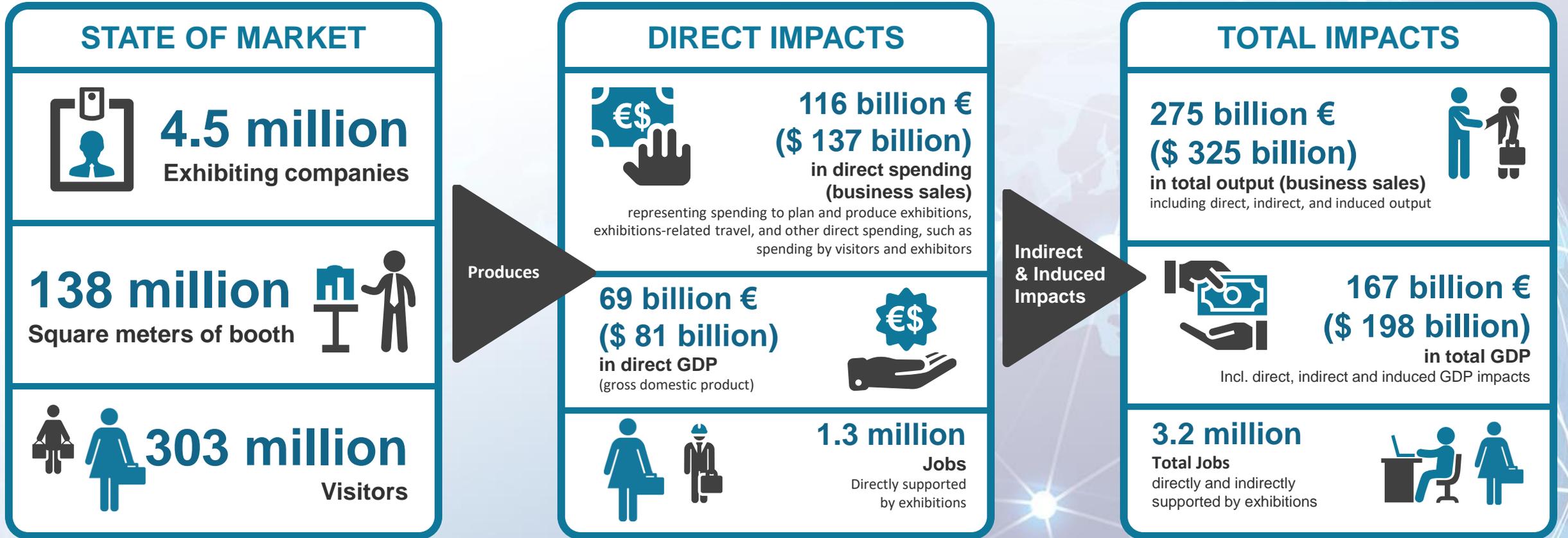
**JOÃO DE NAGY**  
Vice President at UBRAFE (Brazil)

Sign up for this and other UFI connects sessions at [ufi.org/uficonnects](http://ufi.org/uficonnects)

UFI Diamond Sponsors:



# Global Economic Impact of Exhibitions: World

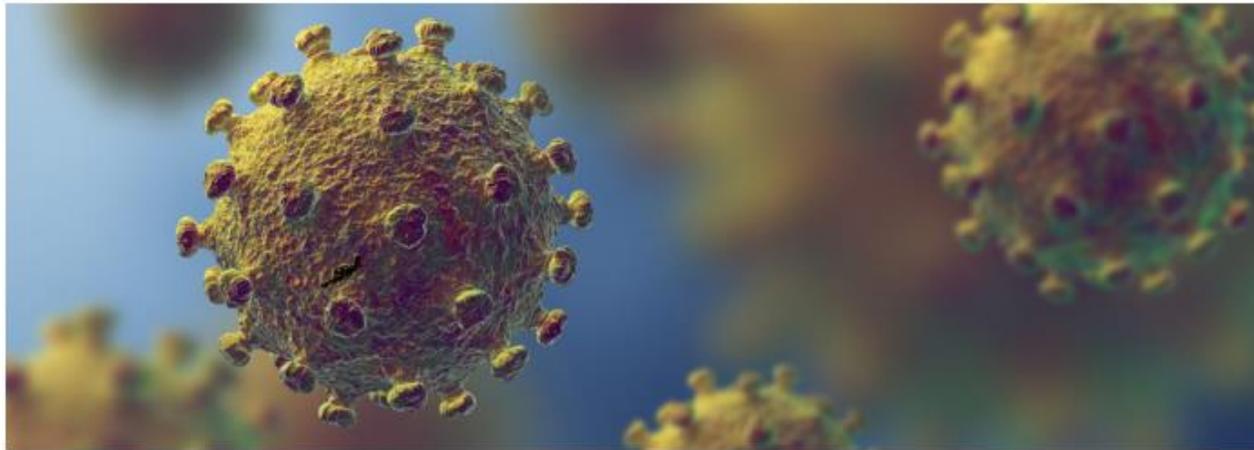


For more, go to [www.ufi.org/research](http://www.ufi.org/research)



Source: UFI/Oxford Economics, 2019

## Novel Coronavirus – Resources page



(last updated: July 21, 2020)

The World Health Organisation has declared the outbreak of the Novel Coronavirus a global pandemic on March 11.

### IN THIS SECTION

[Back to Industry Resources](#)

[Novel Coronavirus – Resources page](#)

[Research](#)

[Global Exhibitions Day](#)

[Sustainable Development](#)

[Intellectual Property Rights](#)

[UFI Health and Safety Position Paper](#)

[Warning on questionable professional practices](#)

[Useful links](#)

[Press Contact](#)

# Help us advocate for the protection of the events industry

TRADE SHOWS · EVENTS · EXHIBITIONS · MEETINGS · INCENTIVES · CONFERENCES

While our immediate concern is to mitigate the spread and impact of COVID-19 by offering our industry's considerable expertise to aid the recovery—supporting everything from building ventilators and PPE, to setting up temporary medical and testing facilities—we recognize the need to mobilize our resources now to ensure local, state, and federal legislators support policies that will accelerate recovery for the events industry workers and businesses, when the time is right to consider such legislation.

[Learn More](#)[Spread the Word](#)



**Go LIVE Together** is advocating for the financial relief necessary to sustain the business events ecosystem.

# Our Launch Partners: a Snapshot

With over 1,400 total partners, Go LIVE Together has convened the largest and most diverse representation of the live events ecosystem.



# Legislation

## Federal Legislative Priorities

### **Champion incentives to get attendees and exhibitors back to events**

- Business tax credit to encourage attendee and exhibitor participation to jumpstart industry as soon as we're able to reopen

### **Provide safeguards enabling businesses in the events industry to reopen**

- Support RESTART Act and other provisions to expand and extend PPP and offer longer-term funding options
- Support PRIA-like legislation that offers communicable disease pandemic risk coverage as part of event cancellation insurance
- Support legislation that provides a safe harbor for events industry businesses that follow proper health guidelines to mitigate risk of COVID-19 transmission

### **Offset the added health & safety expense necessary in the absence of a viable vaccine**

- Support the Clean Start tax credit or other similar provisions which helps ease the monetary burden of increased cleaning and disinfecting

# Managing expectations of exhibitors and sponsors in this Covid-19 world

# Current situation - Germany



## No own trade fairs in Cologne through the end of October

Share page Print page

Participating sectors largely opposed to participation

### The following events are affected:

- the garden fair spoga+gafa, 6-8 September 2020
- Kind + Jugend (baby and children's outfitting), 17-20 September 2020
- DMEXCO (digital marketing), 23-24 September 2020
- ORGATEC (leading trade fair for modern working environments), 27-31 October 2020
- and euvend & coffeena (vending and coffee), 29-31 October 2020



### PRESS RELEASE

## MESSE MÜNCHEN CELEBRATES RECORD YEAR OF 2019 AND SHOWS RESILIENCE IN THE CORONAVIRUS CRISIS

June 19, 2020

**Messe München closed the year 2019 with a new record sales volume of EUR 474.2 million. The EBITDA—earnings before interest, tax, depreciation and amortization—amounts to EUR 138.4 million. Cancellations of trade fairs and congresses due to the coronavirus pandemic pose a considerable economic challenge for Messe München in the current year. Digital formats are to extend the existing portfolio of fairs.**

### DIGITAL FORMATS AND HYBRID PLATFORMS EXTEND THE BUSINESS MODEL

As an organizer of trade fairs and congresses, Messe München has been directly and severely affected by the coronavirus pandemic. Since March, no more events have taken place. "In the worst case, we reckon with a loss in sales of up to EUR 240 million in the present year. We have been economical in recent years and have currently adopted a strict cost-saving policy. We are doing everything to protect the health of our exhibitors, visitors and staff and to be in a position to carry out the upcoming events successfully in the autumn", as Klaus Dittrich summarizes the present situation.

As a replacement for canceled events, Messe München has developed digital conferences and platforms to at least offer its customers the possibility of making presentations and contacts and conducting business online. "We want to come out of this crisis stronger and we also see it as an opportunity to enhance our business model." The digital formats newly created by Messe München include the ISPO Re.Start Days, IFAT impact and the Hybrid Summit of EXPO REAL 2020.

87th UFI Global  
Congress  
2020

 ufi  
The Global  
Association of the  
Exhibition Industry

# Resilience



UFI Diamond Sponsors



Preparing your bosses, boards and investors for reduced profit margins

## UFI updates figures on the global hit that exhibitions and trade shows have suffered due to COVID-19

- Global exhibition business to contract by 60% compared to 2019
- €158 billion (USD 180 billion) of total output and 1.9 million jobs affected in exhibition and tourism-related activities
- €260 billion (USD 296 billion) of contracts between exhibition participants not generated

Paris, 20 July 2020 – UFI, The Global Association of the Exhibition Industry, is today releasing an updated COVID-19 damage assessment for the global exhibitions and trade show industry, covering the full year of 2020.

Globally, industry revenues for the first half of 2020 dropped by two thirds on average, compared with the same period last year. Looking at 2020 as a whole, it is currently expected that revenues will represent only:

- 44% of those from 2019 in Europe and North America,
- 39% in Asia-Pacific,
- 33% in Central and South America,
- and 31% in the Middle East & Africa.

# UFI Global Exhibition Barometer



Global



Southern Africa



Macau



United Kingdom



Russia



Spain



Singapore



Central & South America



US



South Korea



Thailand



Mexico



Brazil



Indonesia



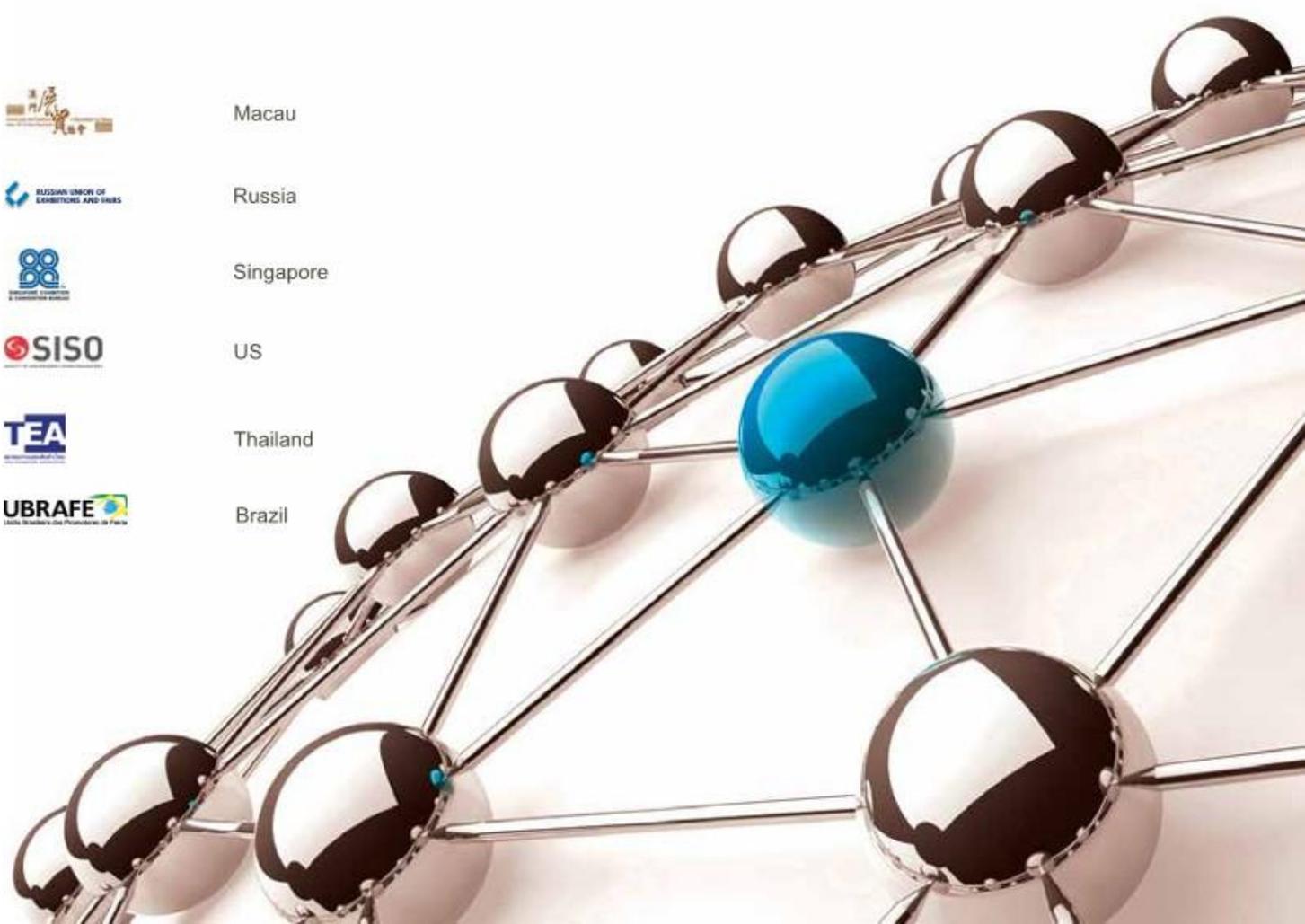
Australia



India

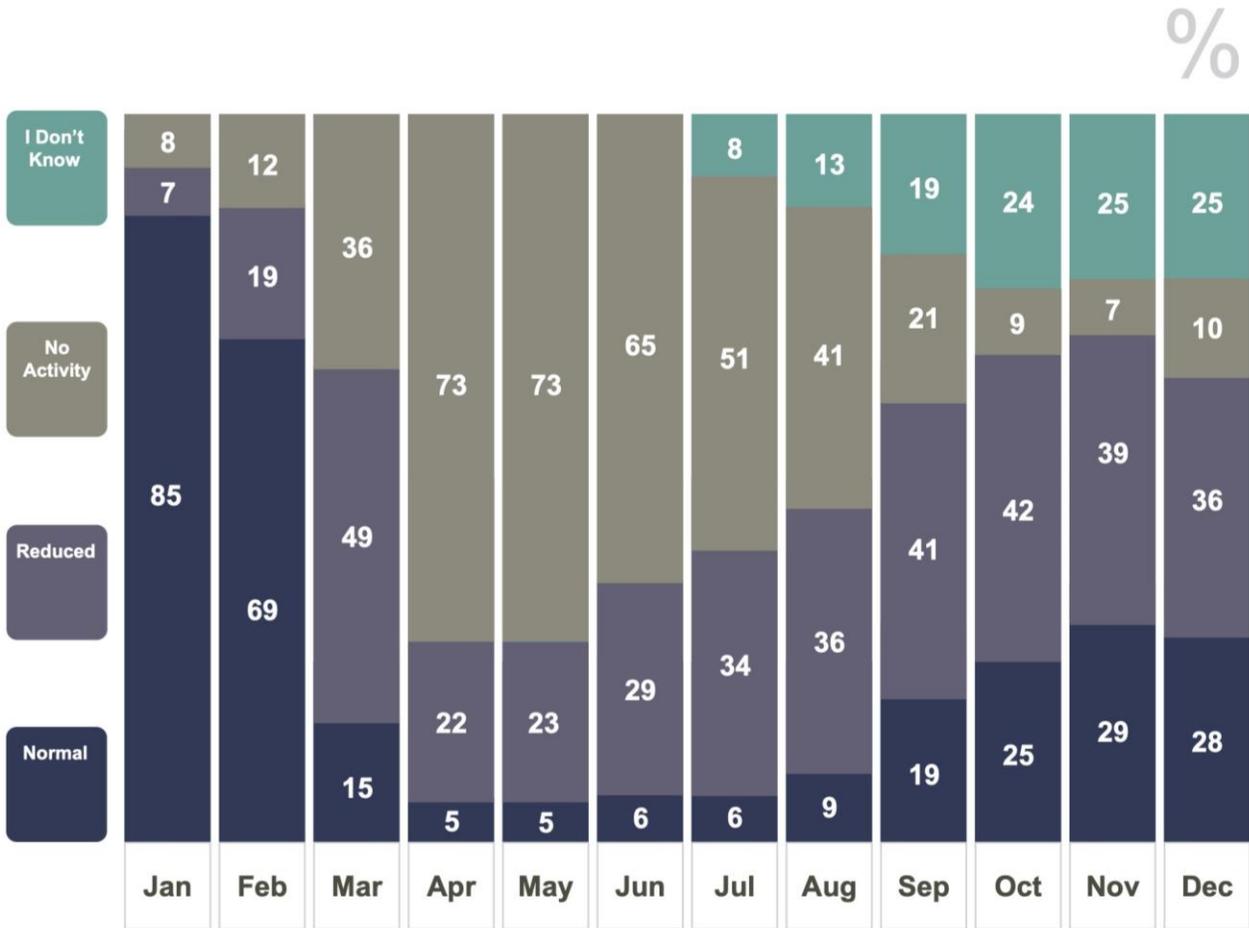


Japan

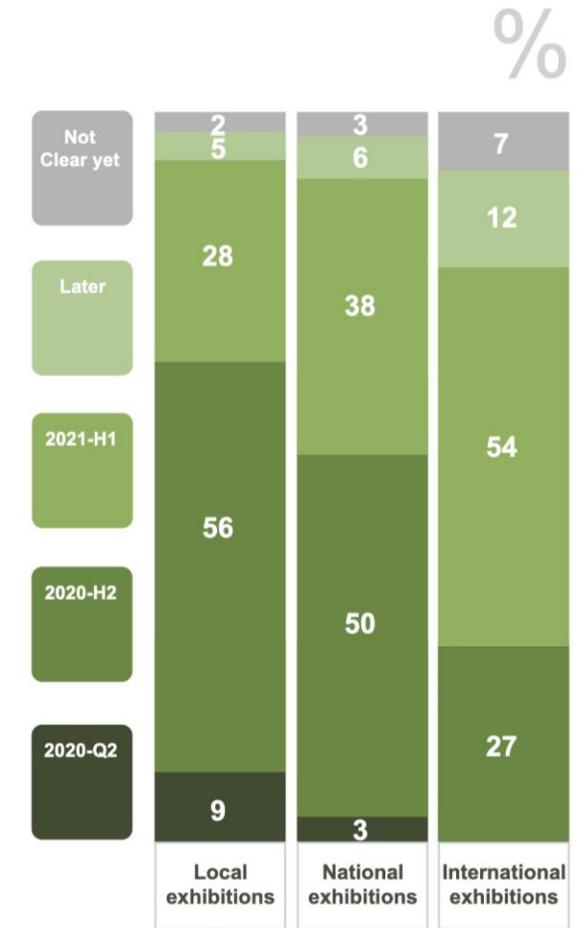




### Situation of industry operations for the 1<sup>st</sup> half of 2020 and current predictions for the 2<sup>nd</sup> half of 2020

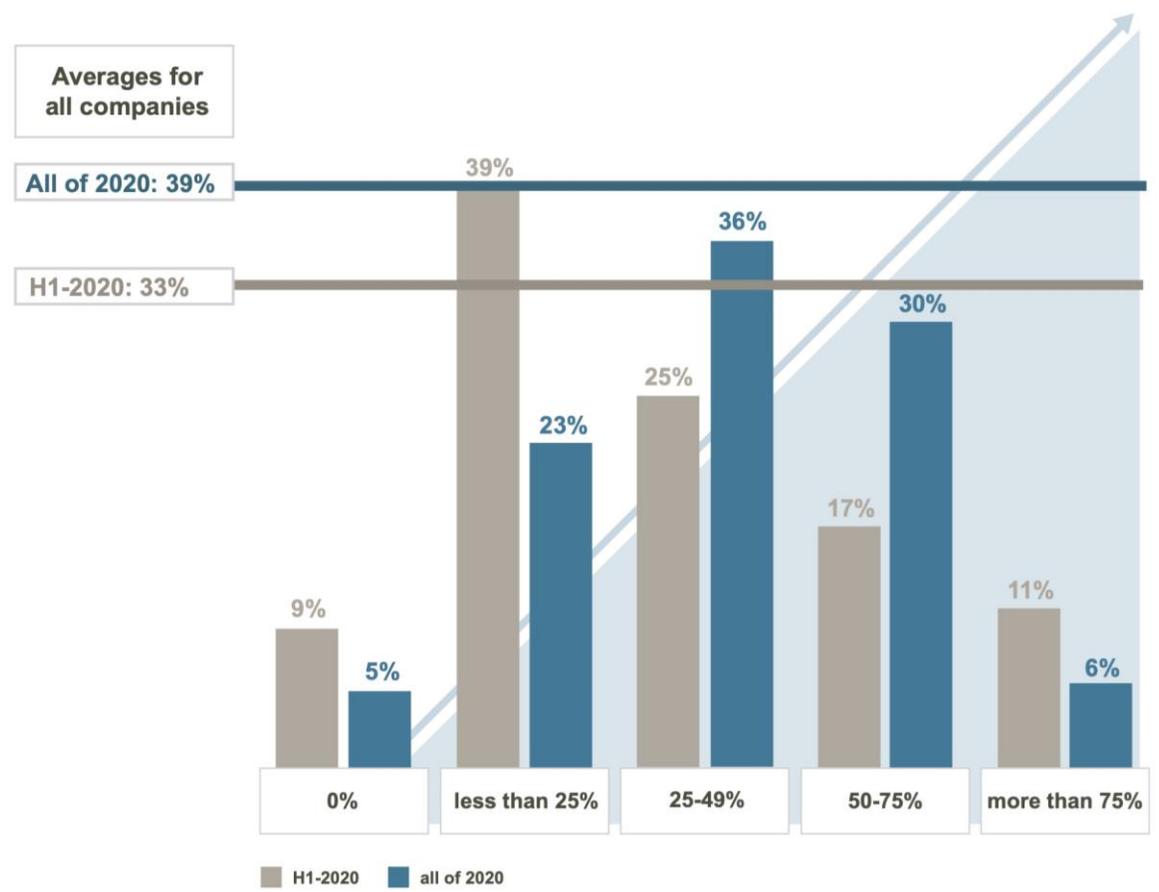


### When do you believe exhibitions will open again in your city?

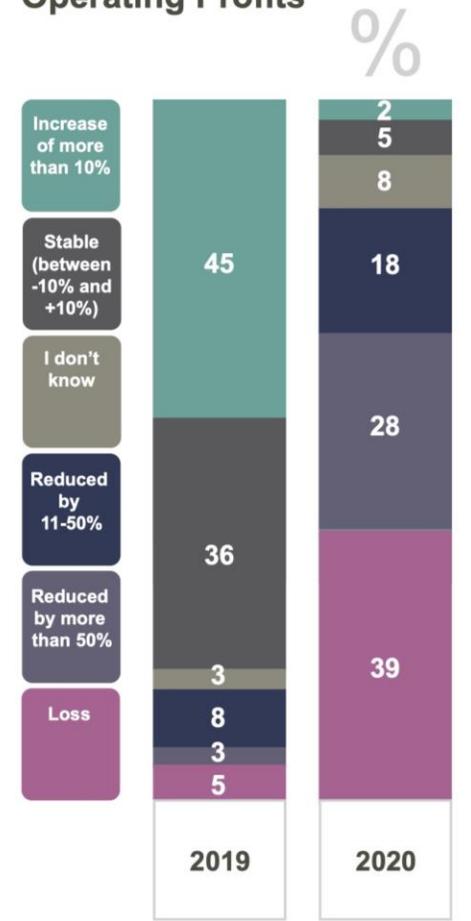




### Revenue compared to last year (2019)

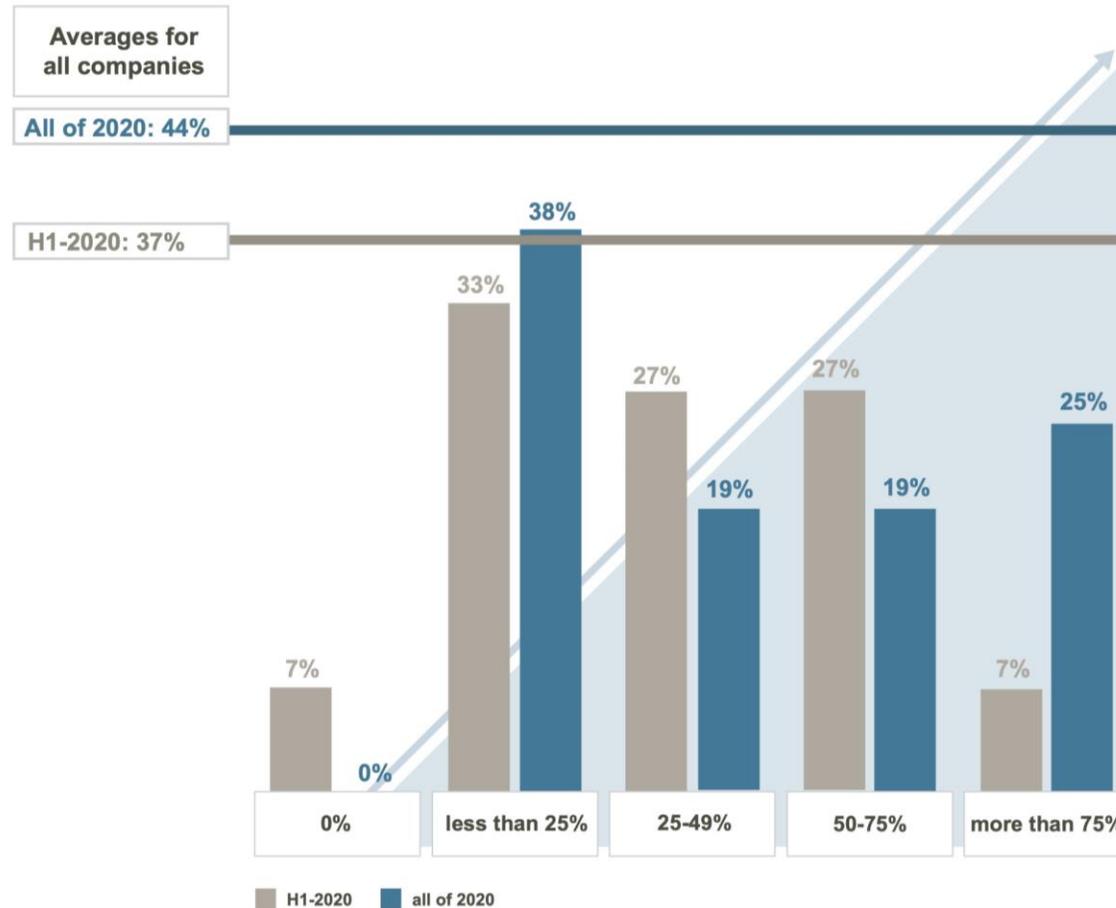


### Operating Profits

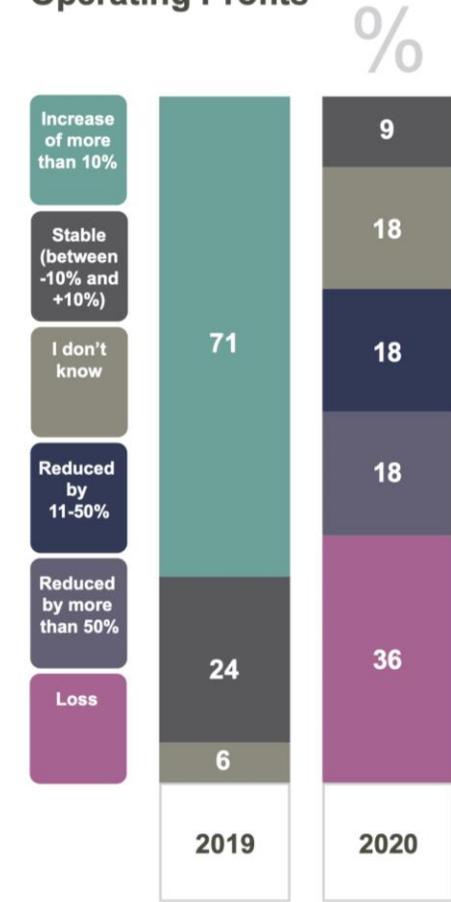




## Revenue compared to last year (2019)



## Operating Profits

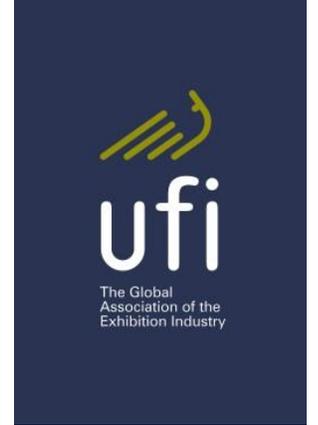


# Virtual / Hybrid Events

# Virtual / hybrid

## China leading the way

---



- «V-commerce» Live interactive streaming as a sales tool
- Already big business in the B2C world in China
- According to Nikkei Asian Review USD 61.3 bn sold via live streaming in China in 2019

# Tencent vs Alibaba

## Exhibitors On Live 6503 streams are on live



## Live Now [Upcoming](#) [Replay](#)

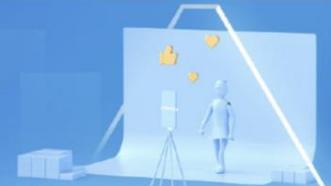
All Categories

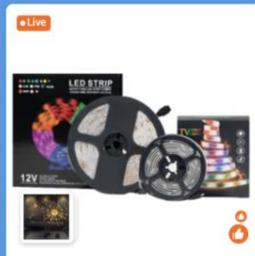
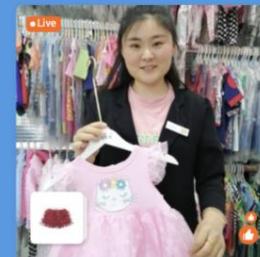
 <p><b>LIVE STREAMING</b></p> <p>Hebei Shoshtar Trading Co., Ltd</p> <p><b>CORPORATE ONLINE</b></p> <p>Section: Hardware Start time: GMT+8 06/14 17:00</p>	 <p><b>SPORT TOWEL 3D EXERCISE TOWEL</b></p> <p>Hubei Learja Daily Article Corp., Ltd</p> <p><b>PVA COOLING TOWEL ,HOT SALE!</b></p> <p>Section: Sports, Travel and Recreation Pr... Start time: GMT+8 06/14 17:00</p>	 <p>HONEYOUNG</p> <p>Follow with US dollar sales manager to visit Honeyoung bag factory</p> <p>ANHUI HONEYOUNG ENTERPRISE ...</p> <p><b>Honeyoung bag factory</b></p> <p>Section: Cases and Bags Start time: GMT+8 06/14 17:00</p>	 <p>127TH CANTON FAIR PU JACKETS</p> <p>WANGZHOU SHUAIKE LIGHT &amp; TEXTILE</p> <p><b>SHUAIKE PU JACKETS SHOW</b></p> <p>Section: Men and Women's Clothing Start time: GMT+8 06/14 17:00</p>
 <p>Haier Cooking Appliances LIVE STREAMING</p> <p>Haier Overseas Electric Appliances ...</p> <p><b>Haier Cooking Appliances Live</b></p> <p>Section: Household Electrical Appliances Start time: GMT+8 06/15 05:00</p>	 <p>MERRY CHRISTMAS</p> <p>Shenzhen Qingpuen Arts &amp; Crafts ...</p> <p><b>Christmas decorations</b></p> <p>Section: Festival Products Start time: GMT+8 06/14 17:00</p>	 <p>HONEYOUNG</p> <p>22 years' experience 2200 containers per year Notebook Factory</p> <p>ANHUI HONEYOUNG ENTERPRISE ...</p> <p><b>22 years' Notebook Factory</b></p> <p>Section: Office Supplies Start time: GMT+8 06/14 17:00</p>	 <p>ShenZhen O Mei Zhong Import &amp; Ex...</p> <p><b>Need slide&amp;hinge? Come here !</b></p> <p>Section: Hardware Start time: GMT+8 06/14 17:00</p>

## Online Trade Show

### Real-time Meeting with Exhibitors

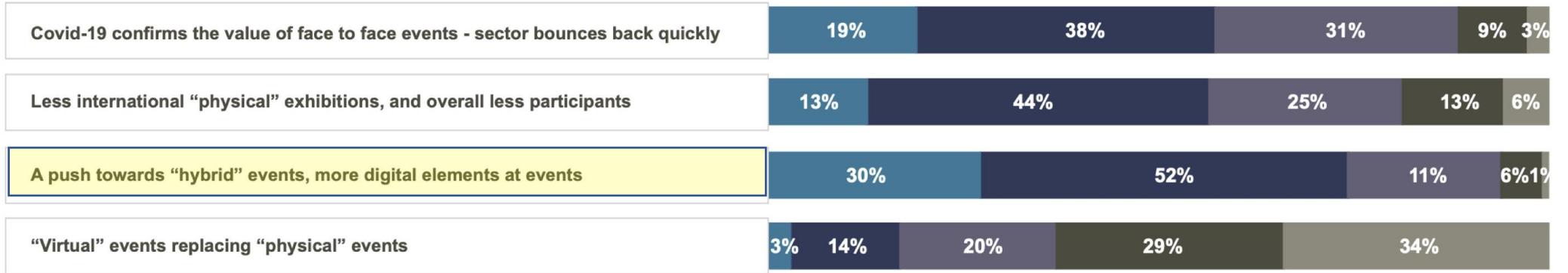
Display supplier strengths and collaboration opportunities all online



 <p><b>Professional Maternity and Childcare Products</b></p> <p>Product evaluation</p> <p>Guangdong Horigen Mother &amp; Baby Produ...</p>	 <p><b>Live Show of Introducing Towels By Longley Factory</b></p> <p>Product evaluation</p> <p>Shijiazhuang ZSLL Textile Co., Ltd.</p>	 <p><b>SMD LED Strip Lights from EVERMORE Light: BEST of the BEST</b></p> <p>Product evaluation</p> <p>Evermore Enterprise (Zhejiang) Ltd.</p>	 <p><b>Evermore Lighting Co.,Ltd Christmas Gifts</b></p> <p>Product evaluation</p> <p>Luan Shihui Lighting Technology Co., Ltd.</p>
 <p><b>2020 new design baby clothes</b></p> <p>New product launch</p> <p>Henan Duoxuan Import&amp;Export Co., Ltd.</p>	 <p><b>Kitchen dining &amp; bar products Online show</b></p> <p>Product evaluation</p> <p>Wenzhou Cathylin International Trade Co., ...</p>	 <p><b>Home and Health</b></p> <p>Thrive from anywhere</p> <p>MISS LIVE SHOW</p> <p>Shenzhen Misi Garments Co., Ltd.</p>	 <p><b>2020 New Products for Personal Care Cosmetics</b></p> <p>New product launch</p> <p>Jiangsu Soho International Group Yangzh...</p>

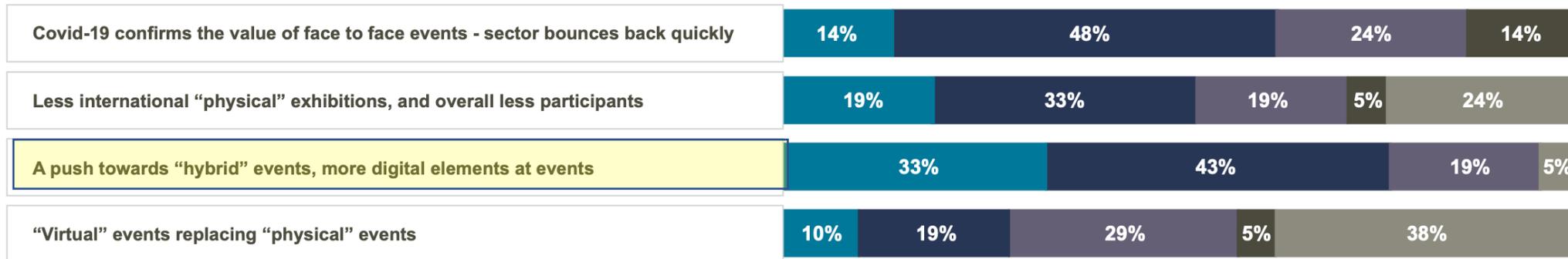
## Format of exhibitions in the coming years

■ Yes, for sure 
 ■ Most probably 
 ■ Not sure 
 ■ Not sure at all 
 ■ Definitely not



## Format of exhibitions in the coming years

■ Yes, for sure 
 ■ Most probably 
 ■ Not sure 
 ■ Not sure at all 
 ■ Definitely not



**Rethinking Trade Exhibitions**  
 7 July 2020 (Tuesday) | 7:00pm-8:15pm Singapore Time (GMT+8)

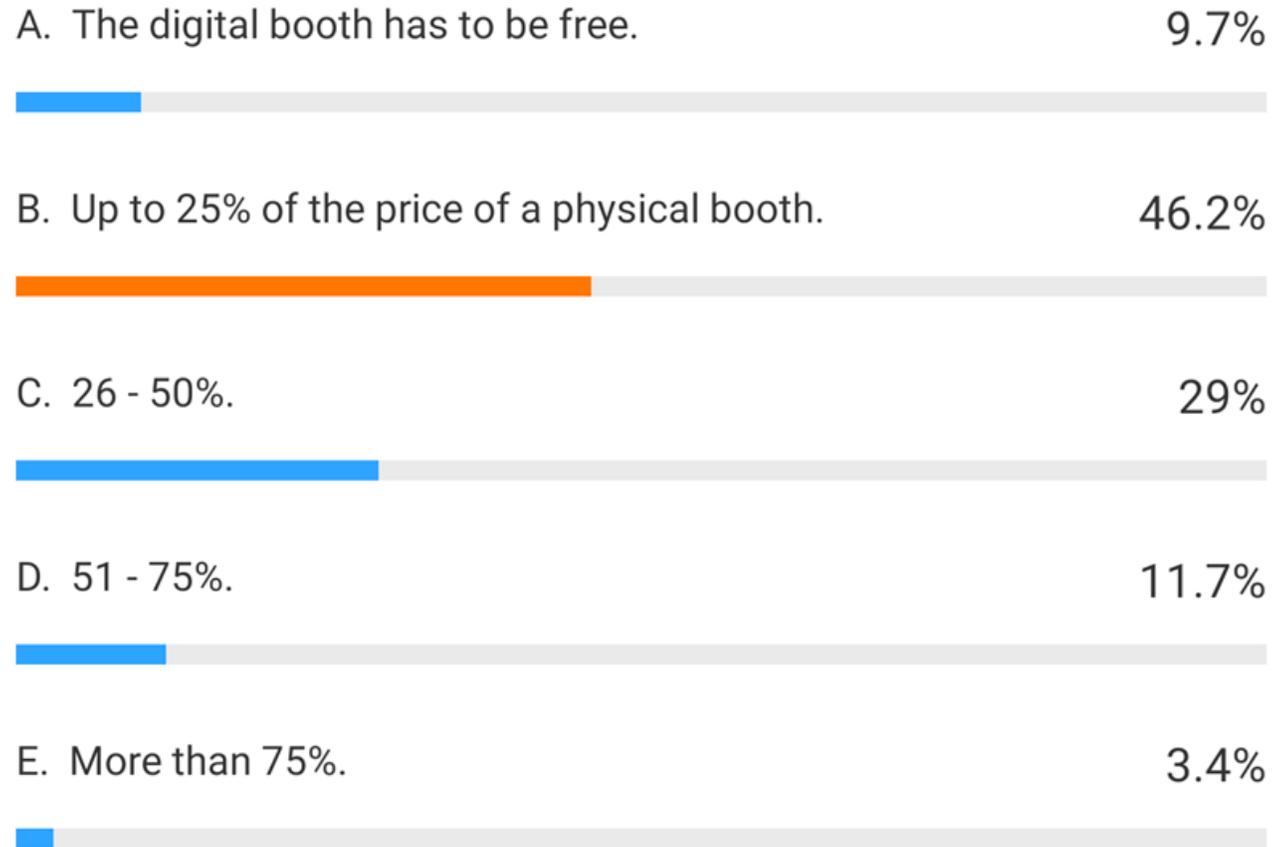
Powered by

**WIT VIRTUAL**  
Unity in Crisis

**REGISTER NOW**



# 1. If you organise a virtual exhibition and offer digital booths to your exhibitors, what price do you think you are able to charge compared to a physical exhibition booth?



Source: poll of participants during online event



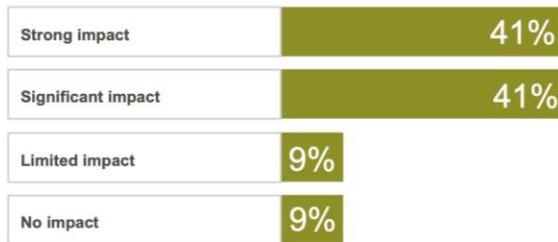
## Digitalisation

### How would you rate the transition of the exhibition industry?

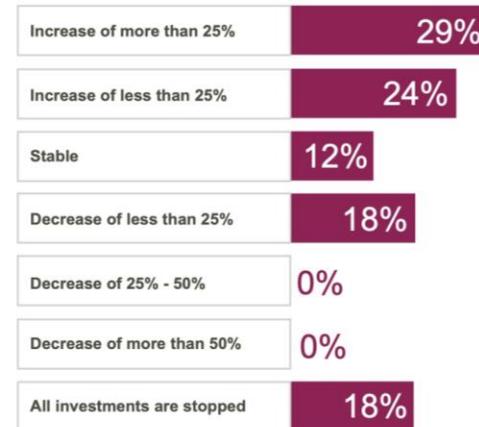
(scale from 1 to 5, with 1 'only starting the transition' to 5 'very advanced')



### To what extent has Covid-19 impacted your company activities in digitalisation?



### How is the Covid-19 crisis affecting the level of investment of your company in digitalisation in 2020?



### To what degree would you welcome some public investments in digitalisation?

