

Exhibition World

Exhibitors



Organisers



Stand
designers



Aligning the message

Organisers from Venus
and design agencies
from Mars?



UFI – The Global Association of the Exhibition Industry promotes, represents and serves the interests of the world's leading show organisers, fairground owners and operators, major national and international associations of the exhibition industry and industry partners. As a non-political and non-profit organisation, UFI's main goal is to serve the exhibition industry worldwide and to emphasise its unique marketing characteristics for the development of world trade.

Present on six continents, in 84 countries, UFI is a unique and neutral forum for dialogue dedicated to all professionals involved in the trade fair business. Serving the exhibition industry since 1925, UFI applies its professional experience and renown to providing its members and the industry with the extensive know-how required to meet the challenges of ever-changing needs.

Being a member of UFI is a proof of quality and international recognition. Over 4,500 trade fairs and exhibitions are organised by its members. More than 900 of these are international exhibitions, approved by UFI, based upon strict and exacting quality criteria, assuring excellent services for the benefit of exhibitors and visitors.

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In this issue:



Top left
14

Unleashing the
NEC's potential:
CEO interview

Top right
36

Is there a lingua
franca for stand
design?



Bottom left
52

Italy's AEFI
shares insights
and research

Bottom right
58

Maastricht
entreaty

NEWS & OPINION

- 05** **WELCOME**
- 06** **GLOBAL SNAPSHOT**
- 09** **ANALYSIS**
- 12** **UFI: TOTAL CUSTOMER-CENTRICITY**

BIG INTERVIEW

- 14** **UNLEASHING THE POTENTIAL**
NEC CEO Paul Thandi on
investment and hosting UFI

EDUCATION & STRATEGY

- 33** **NEVERENDING LEARNING**
Messe Muenchen India's
Aparna Bhargava shares her
CEM learning experience

- 45** **THINK LOCALLY, DELIVER GLOBALLY**
Informa experts on how to
succeed in Life Sciences expos

- 49** **TIME TO RETHINK KPIS**
Matthias Baur says a changing
environment requires a
different measurement
framework for event success

REGIONAL FOCUS

- 21** **NORTH AMERICA**
Elon Musk's TBC in Vegas and
FBI man in San Diego CC

- 23** **ASIA**
Reed's BIG7 in India; GL events'
controlling interest in China

- 25** **40TH ANNIVERSARY AT DWTC**
An infographic look back over
40 years at Dubai World Trade
Centre

- 29** **AUSTRALASIA**
ICC Sydney Roadshow; Big
Sight in Japan; AUD190m Bid
Fund

THINK TANK

- 21** **DEALMAKERS**
Steve Monnington on the
quickenning pace of transactions in
the M&A field

- 31** **END OF ASIAN FAMILY SAGA?**
Björn Kempe makes a plea to keep
it in the family for the sake of
innovation

AEFI: THE POWER OF ITALIAN EXHIBITIONS

AREZZO FIERE E CONGRESSI S.r.l. - Arezzo
NUOVA FIERA DEL LEVANTE S.r.l. - Bari
UMBRIAFIERE S.p.A. - Bastia Umbra (PG)
BERGAMO FIERA NUOVA S.p.A. - Bergamo
BOLOGNAFIERE S.p.A. - Bologna
FIERA BOLZANO S.p.A. - MESSE BOZEN AG - Bolzano
PRO BRIXIA – Az.Speciale CCIAA - Brescia
FIERA - CENTRO SERVIZI PER LE IMPRESE - Cagliari
CARRARAFIERE S.r.l. - Marina Di Carrara (MS)
VILLA ERBA S.p.A. - Cernobbio (CO)
CESENA FIERA S.p.A. - Pievesestina di Cesena (FC)
CREMONA FIERE S.p.A. - Cremona
LARIO FIERE - Erba (CO)
FERRARA FIERE CONGRESSI S.r.l. - Ferrara
FIRENZE FIERA S.p.A. - Firenze
E. A. FIERA DI FOGGIA - Foggia
FIERA DI FORLÌ S.p.A. - Forlì
FIERA DI GENOVA S.p.A. - Genova
FIERA MILLENARIA DI GONZAGA S.r.l. - Gonzaga (MN)
LONGARONE FIERE S.r.l. - Longarone (BL)
FIERA MILANO S.p.A. - Rho (MI)
MODENAFIERE S.r.l. - Modena
CENTRO FIERA S.s.A. - Montichiari (BS)
MOSTRA D'OLTREMARE S.p.A. - Napoli
PADOVA FIERE S.p.A. - GEO S.p.A. - Padova
FIERE DI PARMA S.p.A. - Parma
PIACENZA EXPO S.p.A. - Piacenza
PORDENONE Fiere S.p.A. - Pordenone
FIERE EMILIA S.r.l. - Reggio Emilia
ITALIAN EXHIBITION GROUP S.p.A. - Rimini - Vicenza
RIVA DEL GARDA FIERECONGRESSI S.p.A. - Riva del Garda (TN)
INVESTIMENTI S.p.A. - FIERA ROMA S.r.l. - Roma
AZ. SPECIALE FIERE DI S. LUCIA DI PIAVE - S. Lucia di Piave (TV)
GL EVENTS ITALIA S.p.A. - LINGOTTO FIERE - Torino
UDINE E GORIZIA FIERE SpA - Torreano di Martignacco (UD)
VERONAFIERE S.p.A - Verona



We promote Italian Excellence through more of **1000 trade fairs and exhibitions** each year, with **200,000 exhibitors** and **22,000,000 visitors**, narrating the values of know-how and craftsmanship, translated into the culture of beauty, love for details and quality, care for products and services.

We bring **Made in Italy** to the world, contributing to spread worldwide work, beauty and culture of our Country and its territory.



Italian Exhibition
& Trade Fair
Association

www.aefi.it | international@aefi.it

www.host.fieramilano.it/en



Equipment, Coffee and Food
41st International Hospitality Exhibition

October 18_22, 2019 fieramilano



WE WORK WIDE

Saperi Innovazioni Interazioni Spazi Opportunità Conversazioni

At BolognaFiere **we work wide.**

We believe in work, business and extensive networks.

People, design, architecture, food, transport, technology, health and beauty, art and culture, mechanical engineering, and agriculture: we believe that spanning many sectors nurtures relationships and that openness facilitates exchange.

We aim for wide perspectives, committing to the long term, enhancing experiences, providing tailor-made solutions to benefit people, companies and ideas.

We believe in continuity, proximity and vitality of each location: we widen work in Bologna, Europe and around the world.



15 minutes with:

Ugo Ravanelli, CEO of Italian Exhibition Group

What are your top three pieces of exhibition business?

We could respond Vicenzaoro, SIGEP and stand fitting, but that would be restrictive, because our business is composite, interconnected and the result of a unitary strategy.

Organising expos and conferences and enriching our core business with collateral ones is not sufficient for us: we want to be the key players of markets' development. We'd therefore say, as far as the future is concerned, the gold sector, the food sector and the service sector.

What is your current biggest challenge?

Definitely internationality. When talking about expos abroad, joint participations, events, interchanges are often referred to.

IEG is internationally structured with actual companies, other world-level expo organisers, such as VNU in China and Emerald in Las Vegas: along with them, we're developing expos in the jewellery, tourism and environment sectors.

In Dubai, we formed a company with Dubai World Trade Center and we have organised Vicenzaoro Dubai for four years.

In the US, we have acquired one of the country's most important stand fitting companies. For all exhibitors, we've launched an exclusive online platform for business match-making.

What percentage of your exhibition business is organised by yourselves?

95% of IEG's expos are owned by the Group and this is the main feature

that distinguishes us from the majority of other expo centres. This is the basis of our success.

What are the main 3 trends on the Italian exhibition market and what do you feel your venue's USP is compared to competitors?

Internationalisation, Digitalisation and Sustainability. Sustainability is definitely IEG's USP: it has been at the heart of our strategies for 23 years.

Fiera Milano's Director of Communications **Marina Tamagnini**

Your top pieces of exhibition business?

Our strategic plan takes an holistic approach to the value chain. To ensure we deliver sustainable long-term growth, the focus is not on a limited number of exhibitions. It goes beyond that. We are strengthening our directly organised exhibitions by reinvesting our profits and leveraging the unique ecosystem in which our company HQ exists.

What is your biggest challenge?

With 80 exhibitions a year, we welcome 4.5m visitors and more than 35,000 exhibitors from SMEs to multinationals. Our challenge is to ensure that every one of them finds the experience they are looking for and that stepping into our shows means growth for businesses and bridges to new markets.

What percentage of your exhibition business is organised by yourselves?

We do both and that is our main asset. As organisers of top exhibitions such as Host Milano, the leading exhibition for hospitality, we are fully aware of what our clients want, experiencing it ourselves on a daily basis.

What are the main trends on the Italian exhibition market and what is your venue's USP?

It is a volatile world and, in the exhibitions world more than in other sector, the capability of reading the evolutions in the external environment and how those can influence trends, sectors and future development is key.

What makes Fiera Milano as a group a front-runner with a lot of untapped potential is a mix of ingredients: our venue, the ecosystem in which we operate, the intrinsic capability of our country to serve excellence in key sectors such as fashion, lifestyle and food worldwide, and the courage to work to embrace new developments within the digitalisation sphere to make the experience in our shows unique.

Antonio Bruzzone, General Manager of BolognaFiere

Your top pieces of exhibition business over the last year?

The BolognaFiere Group's calendar includes 80 events in Italy and abroad. If we were to rank in terms of dimensions and number of exhibitors I would include Cosmoprof Worldwide Bologna, CERSAIE, EIMA International. Among the smaller events are the Bologna Children's Book Fair (1,300 exhibitors, of whom 1,200 come from abroad), MarcabyBolognaFiere, and SANA. All are planned with multi-year contracts, if not organised directly by BolognaFiere.

You current challenges?

In just 10 months we have completed the first step in our development plan for the exhibition centre that will see an investment of €138m. September 2018 saw the opening of new pavilions 29-30. The first large organisers to use them were Confindustria Ceramica for CERSAIE and FederUnacoma. A second stage includes a large new pavilion.

Acquisitions last year include the Health and Beauty Group and Gruppo GiPLANet and integrating the new platforms is an important challenge.

The next steps are to reinforce some exhibition sectors abroad: the PET sector could see us involved in new markets, the publishing sector that in 2018 saw us create two new events: the New York Rights Fair and the China Shanghai International Children's Book Fair.

What percentage of your business do you organise yourselves?

A significant percentage. We were the first Italian organiser to export our own events and a third of our revenues today are generated overseas. Our Group has a company dedicated to the Asian markets – BF China – involved not only in organising events but also in the incoming visits of Asian exhibitors. **EW**

SHOW CALENDAR APRIL - DECEMBER 2019

- 06 - 07 APRILE/APRIL
HUNTING SHOW SUD
The exhibition dedicated to hunting, target sports and outdoor.
Marcianise (CE) Quartiere fieristico - Exhibition Centre.
www.hit-show.com/it/hunting-show-sud
- 06 - 09 APRILE/APRIL
OROAREZZO
International jewellery exhibition.
Arezzo - Quartiere fieristico - Exhibition Centre.
www.oroarezzo.it
- 18 - 21 APRILE/APRIL
SHANGHAI WORLD TRAVEL FAIR
The largest platform for outbound tourism in East China. Shanghai - Cina.
www.worldtravelfair.com.cn/en/
- 25 - 28 APRILE/APRIL
LO SHOW DEI MOTORI
The power. Your passion.
www.loshowdeimotori.it
- 27 - 28 APRILE/APRIL
VICOMIX
Fiere del fumetto.
www.fieredelfumetto.it
- 05 - 07 MAGGIO/MAY
MIR - MUSIC INSIDE RIMINI
Innovation technology light & sound.
www.musicinsiderimini.it
- 08 - 10 MAGGIO/MAY
MACFRUT
Fruit & veg professional show.
www.macfrut.com
- 16 - 18 MAGGIO/MAY
EXPONENTIAL MEETING
Share the future.
www.exponential.it
- 30 MAGGIO/MAY - 02 GIUGNO/JUNE
RIMINIWELLNESS
Fitness, wellness & sport on stage.
www.riminiwellness.com
- 30 MAGGIO/MAY - 02 GIUGNO/JUNE
FOODWELL EXPO
Nutrition and wellness for people on the move.
www.riminiwellness.com/foodwell
- 30 MAGGIO/MAY - 03 GIUGNO/JUNE
PREMIER LAS VEGAS
www.vicenzaoro.com/it/las-vegas
- 14 - 15 GIUGNO /JUNE
THE COACH EXPERIENCE
www.thecoachexperierimini.it
- 21 - 30 GIUGNO /JUNE
GINNASTICA IN FESTA
www.ginnasticainfestarimini.it
- 04 - 14 LUGLIO/JULY
SPORTDANCE
www.riminsportdance.it
- 09 - 11 LUGLIO/JULY
ORIGIN PASSION AND BELIEFS
Milano - Quartiere fieristico - Exhibition Centre.
www.originfair.com
- TBD AGOSTO/AUGUST
T.GOLD INTERNATIONAL
The international show for machinery and the most innovative technologies applied to jewellery and precious metal processing.
Mumbai.
www.vicenzaoro.com
- 18 - 24 AGOSTO/AUGUST
MEETING PER L'AMICIZIA FRA I POPOLI
"Your name was born from what you were staring at"
www.meetingrimini.org
- 07 - 11 SETTEMBRE/SEPTEMBER
VICENZAORO SEPTEMBER
International gold, jewellery, silverware and precious stone show.
www.vicenzaoro.com
- 10 - 12 SETTEMBRE/SEPTEMBER
TTM - TRAVEL TRADE MARKET
Chengdu - Cina.
www.ttmchina.com.cn
- 26 - 29 SETTEMBRE/SEPTEMBER
ABILMENTE ROMA
Roma - Quartiere fieristico - Exhibition Centre.
www.abilmente.org
- 09 - 11 OTTOBRE/OCTOBER
TTG - TRAVEL EXPERIENCE
The International B2B Travel Marketplace
www.ttgexpo.it
- 09 - 11 OTTOBRE/OCTOBER
SIA - HOSPITALITY DESIGN
International Hospitality Exhibition.
www.siaexpo.it
- 09 - 11 OTTOBRE/OCTOBER
SUN - BEACH & OUTDOOR STYLE
International exhibition of outdoor products. Design, Furnishing, Accessories.
www.sunexpo.it
- 15 - 17 OTTOBRE/OCTOBER
ENADA ROMA
International amusement & gaming show.
Roma - Quartiere fieristico - Exhibition Centre.
www.enada.it
- 15 - 17 OTTOBRE/OCTOBER
ROMA AMUSEMENT SHOW
The new entertainment experience for all ages.
Roma - Quartiere fieristico - Exhibition Centre.
www.riminiamusement.it
- 17 - 20 OTTOBRE/OCTOBER
ABILMENTE AUTUNNO
The party of creativity.
www.abilmente.org
- 26 - 28 OTTOBRE/OCTOBER
GOLD ITALY - AREZZO
International fair exclusively dedicated to Made in Italy jewellery.
Arezzo - Quartiere fieristico - Exhibition Centre.
www.gold-italy.it
- T.B.D OTTOBRE/OCTOBER
CHILDREN AND FAMILY
www.childrenandfamily.it
- 05 - 08 NOVEMBRE/NOVEMBER
ECOMONDO
International trade fair of material & energy recovery and sustainable development.
www.ecomondo.com
- 05 - 08 NOVEMBRE/NOVEMBER
KEY ENERGY
International expo for renewable energy and sustainable mobility.
www.keyenergy.it
- 5-8 NOVEMBRE/NOVEMBER
DISTRIBUTED POWER EUROPE - DPE
Trade exhibition for conventional and stand-by power related products
www.dpeurope.it
- 05 - 08 NOVEMBRE/NOVEMBER
SAL.VE
The biennial Environmental Motor Show.
www.ecomondo.com/settori/progetti-speciali/sal.ve
- 9 - 12 NOVEMBRE/NOVEMBER
COSMOFOOD
Expo - food - beverage - technology wine and food, catering, professional equipment.
www.cosmofood.it
- 14-17 NOVEMBRE/NOVEMBER
VOD DUBAI INTERNATIONAL JEWELLERY SHOW
Dubai international jewellery show. Dubai.
www.jewelleryshow.com
- 16 - 19 NOVEMBRE/NOVEMBER
FOODNOVA
Il network delle nuove esigenze alimentari. The network for the new food needs.
www.foodnova.eu
- GLUTEN FREE EXPO
International leading fair dedicated to gluten free products and market.
www.glutenfreeexpo.eu
- LACTOSE FREE EXPO
Leading fair dedicated to lactose free products and market.
www.lactosefreeexpo.com
- EXPO VEG
Fair dedicated to vegetarian and vegan food choice.
www.expoveg.com
- ETHNIC FOOD EXPO
Fair dedicated to ethnic food products.
www.foodnova.eu
- 27 NOVEMBER - 02 DECEMBER
ARTE VICENZA
www.artevicenza.net

LEGEND

- FIERA DI RIMINI
- FIERA DI VICENZA
- OTHER LOCATIONS



Calendar subject to variation.
For constantly updated:
iegepo.it/en/