

The magazine for the global exhibition community

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Exhibition World

LEADING THE WAY

Germany is taking its
world-beating shows
on the road



The Global
Association of the
Exhibition Industry

intelligence.

This idea of evolving the format of events also featured strongly in this year's applications for our 'Next Generation Leadership Grant programme'. Without giving away what was discussed, when reviewing the numerous applications from all around the world, the jury was reviewing many bold and concrete ideas and expectations as to where our industry is heading.

I personally look forward to this year's group working alongside their mentors and the UFI team to bring their perspective on our industry's future to life.

All the excitement and headlines generated by diverse, high-profile business events such as CES, the Mobile World Congress, SXSW, and many more, help to raise awareness of our industry as a whole – and support all our efforts to attract

bright talent to our companies.

This year's Global Exhibition Day on 6 June will focus on the experiences, education and career opportunities we offer those working in the exhibition world. Last year, many of you all around the world joined in with your own activities and projects to showcase the size and scope of our industry globally, and I encourage and challenge you to stand up for our industry's future again this year.

Find lots of materials and best practices at www.globalexhibitionsday.org, our central support resource, and as always you can of course get in touch directly with the UFI team.

As you prepare for your future in our industry, you'll find UFI ready to support you – by connecting ideas, trends and talents across our industry on a global scale. **EW**



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