

# UFI Info

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## Associations' Committee

### Global initiatives on the agenda



Photo: Mariane Ewbank, IELA Chairwoman.

21 Associations were represented at the Associations' Committee Meeting held during the UFI Congress in Shanghai. Several global initiatives were discussed including the Global Exhibitions Day 2017 project (see specific article on page 24) and the new ISO initiative on standardisation of exhibitions, with the presence of a senior expert from the Chinese Standardisation Agency who was available to answer questions about the proposal that originated from China (see specific article on page 22).

The agenda also included a presentation by IELA, the International Exhibition Logistics Association, who made a call to all UFI Member Associations to work together on health and safety issues.

More information on the UFI Associations' Committee can be obtained by contacting Christian DRUART, Secretary of the Committee: [chris@ufi.org](mailto:chris@ufi.org).

## Marketing Committee plans for 2017



Photo: Dr. Christian Glasmacher, Chair of the UFI Marketing Committee (middle) and the representatives of SingEx Exhibitions Pte Ltd, winner of the 2016 UFI Marketing Award.

The UFI Marketing Committee met during the 83<sup>rd</sup> UFI Global Congress in Shanghai and discussed some important milestones for 2017. The Committee focused in particular on the UFI Marketing Award 2017 and the content of the UFI European Open Seminar, which will be finalised in the next months.

During the meeting, the Committee also designed a survey to study the prominence of social media in the trade fair business. Social media and private and professional networks, such as LinkedIn and Facebook, have become a part of everyday life. They thoroughly affect the events and exhibitions industry. Nowadays it is taken for granted that at least one of these social media channels will be used to promote or brand our shows and events. Communications through digital social media can be an incredibly efficient toolset that can increase the return-on-investment, or ROI, of an event.

The survey will be published in 2017. For more information please contact Carine SIRE: [carine@ufi.org](mailto:carine@ufi.org).

At the Congress, the Chair of the UFI Marketing Committee, Dr. Christian Glasmacher, Senior Vice President Corporate Development at Koelnmesse GmbH, took the opportunity to congratulate SingEx Exhibitions Pte Ltd. The company won the 2016 UFI Marketing award thanks to "IoT Asia", a very successful branding project.