

THE POLISH CHAMBER OF EXHIBITION INDUSTRY MONTHLY NEWSLETTER

The exhibition industry opens up to ideas of young people. Exhibitions 4.0 - PCEI Contest for Students

19.02.2019 The exhibition industry is an important sector of the Polish economy. Polish Chamber of Exhibition Industry wants to ask young people about the future of the exhibition industry. The “Exhibitions 4.0” contest is addressed to them.



The poster features a central graphic of a globe with glowing blue and green lines representing digital connections. The text is in white and blue. At the top left is the logo of the Polish Chamber of Exhibition Industry. At the top right is the logo for 'TARGI DAJĄ WIĘCEJ #TDW'. The main title 'TARGI 4.0 KONKURS DLA STUDENTÓW' is prominently displayed. Below the title are three columns of information, each with an icon: a magnifying glass for 'Co mam zrobić?', a clock for 'Do kiedy?', and a trophy for 'O co walczyć?'. The bottom of the poster lists sponsors and partners, including 'superexpo.com', 'Międzynarodowe Targi Poznańskie', and several other trade fair organizations. The website 'www.targidajawiecej.pl' is mentioned at the bottom.

TARGI 4.0
KONKURS DLA STUDENTÓW

Co mam zrobić?
Przygotuj pracę konkursową: **spot, prezentację lub esej** na jeden z **10 tematów**

Do kiedy?
Termin nadsyłania prac: **15.03.2019**,
ogłoszenie zwycięzców: **30.04.2019**.

O co walczyć?
O nagrody: **stypendium o łącznej wartości 3 tys. złotych**,
tablet i wiele innych.

Sponsor Główny **superexpo.com**

Międzynarodowe Targi Poznańskie

AS CONSULTING, cotexpo, Extend Vision, POLSKI MINUTKI, Paktum, SIMPLEX

Regulamin i szczegóły konkursu dostępne są na stronie www.targidajawiecej.pl

Since 2016, Polish Chamber of Exhibition Industry has been running the **Exhibitions Offer More** campaign. Its aim is to encourage Poles to visit exhibitions and to take advantage of their comprehensive offer. PCEI shows that regardless of the age, interests and profession, everyone can find something interesting at the exhibition - it is here that entrepreneurs attract new customers, gain knowledge and extensive contacts, and that visitors develop their passions and make their dreams come true. The “Exhibitions 4.0” contest is another element of the Exhibitions Offer More campaign and it is organized in connection with the celebration of the Global Exhibitions Day 2019. University and colleges students were invited to take part in the contest. These are young people who experience the evolution of communication based on the Internet and mobile devices every day. They see how all areas of life are gradually being taken over by digitization. We are interested in their views on our industry and how they perceive its future.

The aim of **Exhibitions 4.0 contest** is to promote trade fairs and exhibitions in a broad sense and encourage university students in Poland to celebrate and participate in the global campaign of the Global Exhibitions Day 2019 carried out under the auspices of UFI - the Global Association of the Exhibition Industry.

The task of the participants is to prepare a paper or a promotional spot or a multimedia presentation on one of the ten topics:



1. Vision of exhibitions 2030
2. Not only marketing - exhibitions as a way to develop the company business
3. Exhibitions offer more - benefits from participating in exhibitions
4. Event in many dimensions - the feature of modern exhibitions
5. New media in the service of exhibitions
6. Neuromarketing at exhibitions
7. Latest technologies used at exhibitions
8. Promotion of the idea of exhibitions
9. Exposition (exhibition stand) of the future
10. The Global Exhibitions Day - the concept of promoting the exhibitions industry holiday in 2020

The works submitted to the competition will be evaluated by an independent jury. The winners will receive attractive prizes.

The deadline for submitting the works is **March 31, 2019**.

UFI Global Barometer reports overall dynamism for the year ahead

24.02.2019. UFI, the Global Association for the Exhibition Industry, has released the latest edition of its flagship “Global Exhibition Industry Barometer research”, taking the pulse of the industry, and reporting global and regional trends as well as a total of 19 market profiles, including – for the first time - Japan.



The data indicates that, for each period between mid-2018 and the end of 2019, a majority of companies from all four global regions indicate Gross Turnover increases. This positive outlook is especially strong in both the Asia/Pacific and Middle East/Africa regions respectively, where the highest levels in the last five years are recorded. In the Americas and Europe however, regions that recorded very high increases in the recent editions of the Barometer, fewer companies now expect as strong growth as before.

Around the world, economic concerns, at national or global level, remain the top business issues for industry leaders, followed by competition from within the industry, internal challenges, and digitisation.

A large majority of companies are planning new activities either in the classic range of exhibition industry activities (venue/ organiser/ services), or outside of the current product portfolios, or in both areas. Also, a growing number of companies are looking to expand into new geographical markets all around the world.

The report also shows a clear correlation between the view of the exhibition industry and that of show visitors – expressed in the recent “Global Visitor Insights” produced by UFI and EXPLORI – as to the need to develop the “entertainment” component of exhibitions. The most relevant actions are indeed selected in a similar way. The 22nd edition of the barometer added one new partner to UFI’s semi-annual industry research:

JEXA (Japan Exhibition Association), and the research presents a global overview of industry data, broken down into company types and 19 separate market profiles. This edition's data is based on input from 302 participants from 53 countries and regions.

"The data shows that the exhibition industry is set to continue to grow globally as a whole, but foresees obstacles in various markets and regions. Ever more companies are focused on expanding their geographical footprint, to counter potential risks in the economic development in their respective home markets – most notably companies based in mature markets", comments Kai Hattendorf, UFI Managing Director / CEO. "Furthermore, there is no single formula on how to evolve exhibitions to respond to growing visitor demands of more entertainment or experience-driven events. The 19 detailed market profiles covered in this edition of the barometer show clearly differentiated approaches to this from around the world. These country and market profiles make the barometer so unique", Hattendorf adds.

Size and Scope

This latest edition of UFI's semi-annual industry survey was concluded in January 2019 and includes data from 302 companies in 53 countries. The study delivers outlooks and analysis for fifteen major markets - including Japan for the first time: Australia, Brazil, China, Germany, India, Indonesia, Japan, Italy, Macau, Mexico, Russia, South Africa, Thailand, the UK and the US. In addition, the research adds aggregated data for four regional zones, taking the number of countries and regions profiled in detail to a record of 19.

Economic Developments

Regarding turnover year-on-year, 74% of companies around the world declared an increase for the 2nd half of 2018. 63% anticipate an increase for the first half of 2019, and 69% for the 2nd half of 2019.

Several markets anticipate outperforming these scores for 2019: Brazil, China, Germany, India, Indonesia, Italy, Mexico, Thailand, the Middle East and the UK. At the same time, a significant level of uncertainty exists in South Africa, coupled with several expected decreases in Australia, Japan and Macau.

In terms of operating profit, in each of the four regions, 80% of companies maintained a good level of performance in 2018 and around 30 to 40% of them declared an increase of more than 10% compared to 2017. The highest proportions of companies declaring such an increase are observed in Mexico (62%), Italy (56%), the United Kingdom (55%) and Indonesia (50%).

Top Business Issues

When asked about the most important issues for their business in the coming year, companies remain concerned about the following 4 topics: "State of the economy in home market" (25% in the current survey, up 1% compared to 6 months ago), "Global economic developments" (20%, up 2%), "Competition from within the industry" (19%, up 1%) and "Internal challenges" (15%, down 2%).

"Global economic developments" appear as less of a concern in the Americas than in all other regions of the world, whereas "Competition from within the industry" appears as more of a concern in Asia-Pacific, compared to other regions.

What Makes an Event More Enjoyable?

The survey also tackled the "entertainment" component of exhibitions, highlighted in the recent "Global Visitor Insights" produced by UFI and EXPLORI as especially important for the younger attendees. Results highlight a good matching between the views of companies from the exhibition industry with those of the visitors, with the most important items being selected in a similar way: "Talks and presentations delivered in different ways" (42% for visitors and 40% in this survey), "New technology such as Virtual Reality" (34% for visitors and 28% in this survey) or "Informal networking" (29% for visitors and 37% in this survey).

The Barometer also highlights regional priorities concerning the preferred ways to add entertainment elements to exhibitions. In the Americas and Asia-Pacific, "Talks and presentations delivered in different ways" receives the most backing. In Europe, "Interactive / Audience-Generated Content" receives the most backing. In the Middle East / Africa region, "New Technology such as Virtual Reality" is seen as the most relevant element.

Strategic priorities

In terms of the range of activities, a large majority of companies intend to develop new activities, in either the classic range of exhibition industry activities (venue/ organiser/ services), other live events or virtual events, or in both: 72% in the Middle East &

Africa, 78% in Asia/Pacific and 88% respectively in the Americas and Europe. In terms of geographical expansion, 4 companies out of 10 on average declare an intention to develop operations in new countries. At region level, Europe and the Americas show the biggest increase for this development when compared to the situation a year ago: 51% of companies based in Europe plan to operate in at least one additional country (+12% since last year) and 41% of companies based in the Americas (+11% since last year).

Background

The 22nd Global Barometer Survey, conducted in December 2018, provides insights given by 302 companies from 53 countries. It was conducted in collaboration with 13 UFI Associations Members: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFIDA (Asociación Internacional de Ferias y Exposiciones y Convenciones) in Mexico, EEAA (The Exhibition and Event Association of Australasia) in Australia, IECA (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair Trade Association) in Macau, SISO (Society of Independent Show Organizers) in the USA, TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

"In-depth research of this kind is the result of a trusted collaboration in the global UFI community", says Christian Druart, UFI Research Manager. "This has allowed us to grow the number of market profiles even further. We welcome JEXA – The Japan Exhibition Association to the network participating in the Barometer." In line with UFI's objective to provide vital data and best practices to the entire exhibition industry, the full results can be downloaded at www.ufi.org/research. The next UFI Global Barometer Survey will be conducted in June 2019.

Source: www.ufi.org

Polish Chamber of Exhibition Industry as a Partner of Golden Marketing Conference

25.02.2019 Polish Chamber of Exhibition Industry is a Partner of the three consecutive editions of the **Golden Marketing Conference GMC** (Poznań, Warsaw, Katowice).



Zuzanna Skalska, an analyst of global trends in design, innovation and business, is a guest of PCEI and as a speaker of all three editions, she will talk about the essence of face-to-face meetings, including during exhibitions.

Within the Partnership, PCEI will have its own stand where member companies are invited.

About Polish Chamber of Exhibition Industry

Polish Chamber of Exhibition Industry, established in 1993, is the only national organization - an economic chamber which associates companies which conduct economic activities in the exhibition sector. Members of Polish Chamber of Exhibition Industry represent all the participants of the exhibition market. They are



above all: exhibition organizers, trade fair and conference venue operators, companies which offer services of design, construction and furnishing of exhibition stands, exhibition transport and forwarding companies, organizers of participation of Polish companies in exhibitions abroad and representatives of foreign exhibitions in Poland. The Chamber also associates companies from the field of advertising and marketing, the media, catering and hospitality. In 2018 Polish Chamber of Exhibition Industry celebrates its 25th anniversary. It is also the 25th anniversary of the self-government of entrepreneurs in the exhibition industry in Poland.

Four basic areas covered by the program of Polish Chamber of Exhibition Industry operations are: lobbying, actions for the integration of the exhibition environment, promotion of exhibitions - widely understood - including publishing operations, education in trade fair marketing and promoting ethical business actions in the sector, as well as actions aimed at sustainable development.

The mission of Polish Chamber of Exhibition Industry is to: serve as a multifunctional platform of cooperation for all participants of the exhibition industry, develop effective structure of lobbying actions for the benefit of the Polish exhibition sector, promote participation in trade fairs and exhibitions as an effective element of marketing and communication strategy of businesses, act for the benefit of increasing standards of trade fair services offered its members, including for the benefit of reliable, transparent exhibition statistics, offer the participants of the exhibition market opportunities of exhibition education and business, act for the benefit of integration of its members and their identification with the environment, and work out the motivation to act together and such a culture of cooperation which multiplies and protects the economic interests of the members of the Chamber.

Polish Chamber of Exhibition Industry is a member of the Polish Chamber of Commerce. PCEI is an active member of UFI - the Global Association of the Exhibition Industry - and cooperates intensively with CENTREX, the International Exhibition Statistics Union, which associates the largest exhibition organizers of Central and Eastern Europe, as well as with AUMA, the German Association of the Trade Fair Industry, and with many other foreign organizations of the exhibition Industry.

Contact:

Beata Kozyra, President of the Board b.kozyra@polfair.com.pl

Marzenna Łukaszewicz, Executive Director of PCEI: m.lukaszewicz@polfair.pl

Jan Studencki, Promotion Specialist: j.studencki@polfair.com.pl

Polish Chamber of Exhibition Industry, ul. Bukowska 12, 60-819 Poznań, tel. no. +48 61 866 15 32;

www.polfair.pl www.targiw Polsce.pl