



World Summit 2023

Singapore, 20 – 24 June 2023

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UFI Global Exhibition Barometer



30th Edition

Report based on the results of a survey
concluded in January 2023

80% expect normal
business by June 2023

4 areas of focus

20% Internal
Management
Challenges

16% Impact
of
Digitalisation

15% Local
Economy

15% Global
Economy

GDP

Global GDP growth 2.7% in 2023 and 2.9% in 2024 (OECD)

ASEAN GDP expected to grow 4.6% in 2023 and 4.8% in 2024 (OECD)

Singapore outlook is 0.5 to 2.5% growth (MTI)

China

China post covid recovery faltering

Factory activity dropping since March

Industrial profits fell 20.5% in the Jan – April period

Exports in May dropped 7.5%, soft demand from western economies

www.straitstimes.com

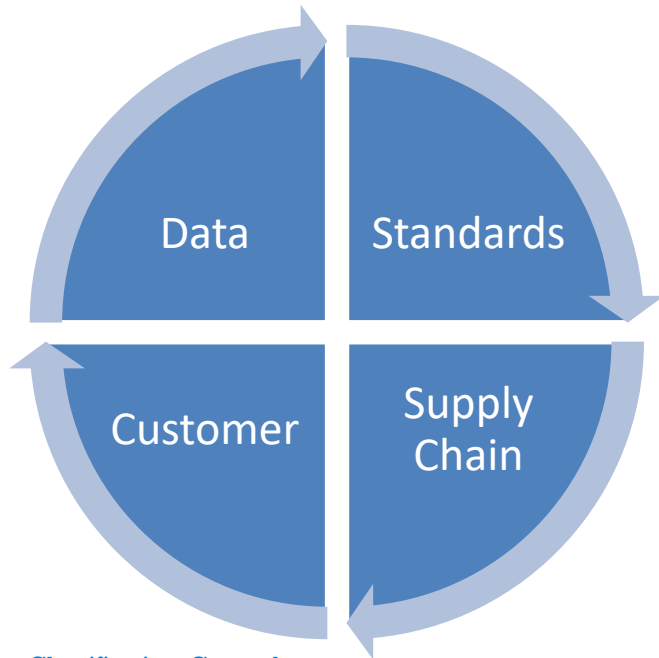
MICE

China outbound exhibitor market facing challenges from US / EU markets, ASEAN in the spotlight

Singapore forecasting 12 to 14 mil arrivals in 2023

Informa projecting growth, Informa Singapore has 5 large scale shows in 2024, 200,000 sqm

Sustainability challenges & opportunities



Growth in MICE means higher carbon and waste footprint – intensity metrics?

Waste and carbon profiles differ across countries and event types, Lack of data and baselining

Plethora of standards and methodologies, Greenwashing

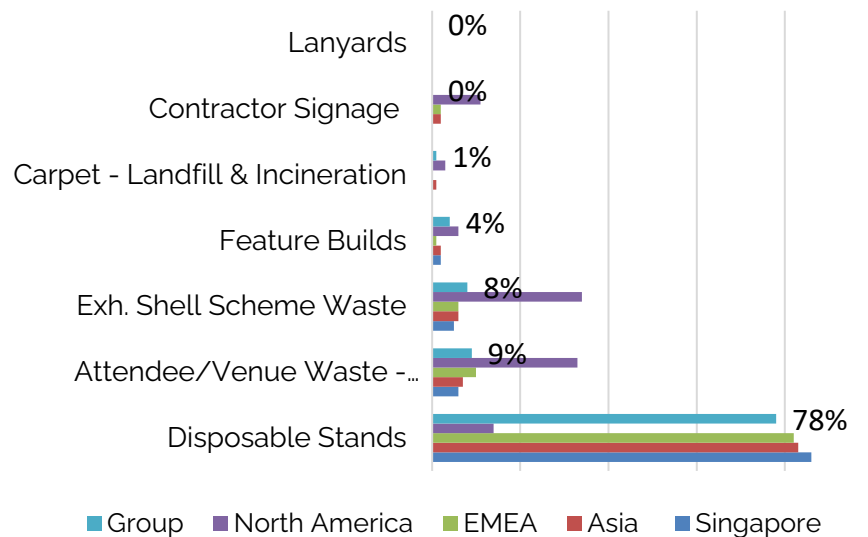
Fragmented supply chain and collaboration

Customer education on impact, on options

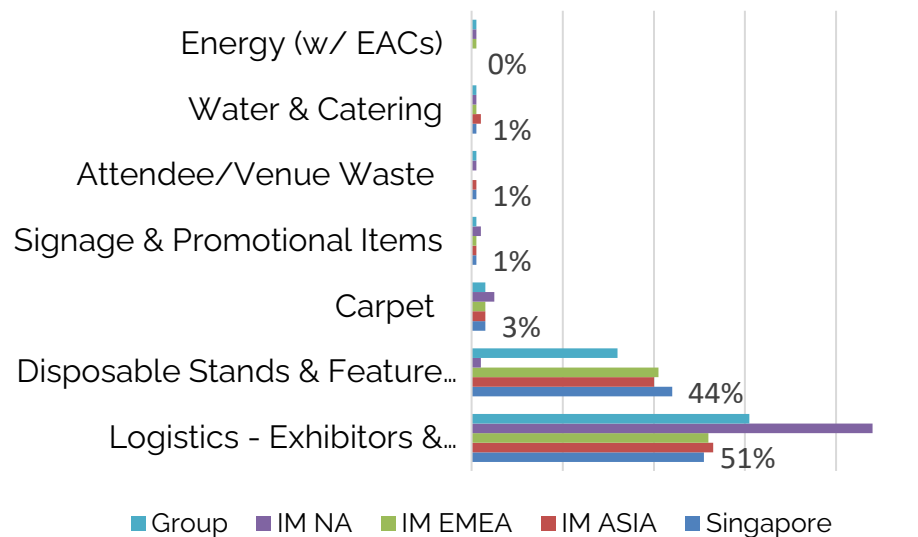


Better Stands (Informa) to impact Waste & Carbon

Informa Event Waste By Source



Informa Event Emissions By Source



●● Singapore Sustainability Alliance



Singapore Sustainability Alliance – Oct 2022

- 7 signatories - Informa Markets – STB – PICO – Kingsmen – SACEOS – Constellar – City Neon
- Food & Hotel Asia (F&B) 2024 targeted for reduction in waste & carbon
- Event audit in 2022 reinforced booth waste
- 3 types of stands
 - Shell scheme stands for small exhibits – largely reusable
 - Country pavilion stands – shell scheme, hybrid and constructed
 - Large enterprise customers who employ booth designers to design and build their own stands – the contract is between the designer / stand builder and the exhibitor – EO isn't involved in that

Show Floor dynamics

- 70 to 75% of show floor sold as raw space
- Malaysian contractors have 80% market share
- Close to 100 contractors for a large-scale show

Show Floor

- Floor elevation + booths = 90% of wood waste
- Mostly transported across the border
- Recycling a bridge to the future, costs \$95 per 1000 kg to recycle

Waste



FHA 2023

Innovation Challenge

Informa asked our contractors and exhibitors to inform of us of any booths that may have met our better stands criteria.

Informa's sustainability team subsequently reviewed each of the booths on the show floor during build up, the event and dismantle.

Pavilion organisers displaying early signs of market shift towards sustainable booths:

- France: The core structure was Octanorm, contractor will reuse entire booth
- Germany: Entire structure to be reused
- Finland: Certified carbon neutral stand

French Pavilion – fully reusable Octanorm structure



Zero Waste Booth Prototype



- Informa partnered with STB to showcase a Zero Waste Booth
- Shell Scheme model by MiniWiz
- Upcycled carpet fibre used to manufacture the panels
- Flat panel option available



FHA 2023

- Wood recycling programme saved 15% of waste

Survey:

- “How it looks” is the top reason given by exhibitors and contractors both for rejecting a reusable booth, followed by cost and functionality
- 27% willing to pay up-to 10% higher for size <36 sqm
- 62% willing to commit to a 2-to-3-year booth contract, others cite the need to change design to fit new products, uncertainty on size



Singapore Sustainability Alliance – Next Steps

- Removing / Recycling wood the main focus
- Target Pavilion organisers for conversion – top 6 pavilions by size account for 65% of wood waste
- Offer Premium and Standard Reusable Packages
- Consider a wood offset OR performance bond model to ensure recycling
- Singapore pavilion a matter of focus for shows beyond FHA – national approach
- Range of other initiatives re F&B, Carpets, etc.

● ● Singapore MICE Sustainability Roadmap

MICE Sustainability Roadmap Co Developed by STB & SACEOS released in December 2022



3 Targets

- Develop **Sustainability Standards by 2023**, aim to be internationally recognized by 2024
- Obtain sustainability **certification** for purpose built MICE venues and **80%** of SACEOS members by **2025**
- Start **tracking** waste & carbon emissions **by 2023**, reduce waste & achieve net zero emissions by 2050



2 Focus Areas

- Circular economy – Reducing, Recycling & Managing **Waste**
- Reduce Energy & **Carbon** emissions



4 Implementation pillars of roadmap

Standards & Certification

Waste WA done in 2022

Carbon WA by July 2023

MSC refresh by Dec 2023

Measurement

Benchmarking and Baselineing

2 Waste POCs

Industry Standards for Methodology

Innovation

Singapore Sustainability Alliance

Singapore Tourism Accelerator

SMF Marketplace

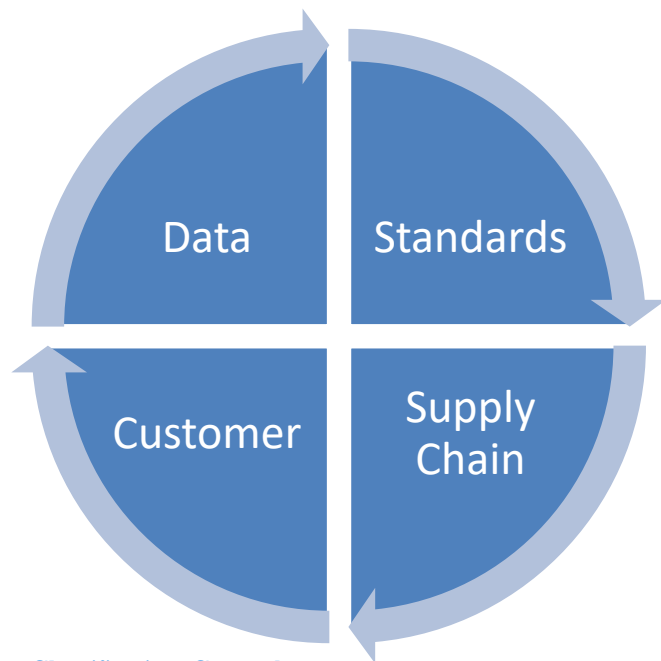
Education

Annual Calendar

Focus on Standards, C Suite strategy, etc.

Link to certification

Progressing MICE Sustainability



1. Event audits, build data profiles and baselines
2. Work on high impact areas – Waste, Energy, Carbon
3. Collaboration within stand builder community
4. Explore role of Government incentives
5. Educate and inform customers

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Thank You