



The Global  
Association of the  
Exhibition Industry



## G3 Partners – AIPC, ICCA and UFI – release third updated and expanded edition of the Good Practice Guide: Addressing COVID-19 Requirements for Re-opening Business Events

Amsterdam / Brussels / Paris – 1 April 2021: an increasing number of markets around the world have started to re-open business events, with varying COVID-19 protocols in place. Confidence remains the key to reassuring customers and visitors that business events can be operated in a controlled environment, whilst adhering to local regulations and policies, and minimising associated health risks. Early indicators from events that have successfully taken place around the world support this argument, which will bolster the industry as more markets emerge from lockdown restrictions.

To support the re-opening of events and the wider exhibition industry, we are pleased to announce the launch of the third edition of the **Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events**. The report is produced jointly by AIPC, the International Association of Convention Centres, ICCA, the International Convention and Congress Association, and UFI, the Global Association of the Exhibition Industry.

Driven by their Joint Safety & Security Task Force, the three associations have been engaged in assisting their members, and the industry at large, since the beginning of the COVID-19 crisis, and the third edition of this key resource is just the latest example of this continuous support.

The guide follows a series of COVID-19-related publications released by the three associations, and is now being shared with the global exhibition community to support their work in creating conditions and safeguards that will enable the smooth re-opening of activities, whilst observing the needs and expectations of governments and health authorities.

AIPC, ICCA and UFI stress that this guidance is just that: guidance based on examples. Specific local, regional and national health, safety, environmental, compliance and legal requirements differ vastly from country to country, from service to service and from product to product, and this guidance is not intended to represent or supplant this.

"Alongside resilience, event venues must demonstrate adaptability, agility and innovation in the learning and re-application of insights from emerging practices as a result of COVID-19. As the global crisis and response evolves, business visit bubbles will play a significant role in allowing business exchanges and personal interactions to happen," says Aloysius Arlando, AIPC President. "The world's first bubbled business exchange, Connect@Changi in Singapore, is an important milestone in the progressive re-opening of Singapore's borders and in facilitating face-to-face meetings between participants from different countries using approved testing regimes, without the need for quarantine in Singapore. It is a showcase of the collaborative spirit and innovation amongst like-minded partners to put in place such a facility at the Singapore EXPO & MAX Atria, in less than 14 weeks. This temporary facility is a firm reminder of the role face-to-face meetings play in bridging that important human connection, which fuels economic progress."



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“With each iteration of the Good Practice Guide, we can see the difference that collaboration and knowledge-sharing make in re-starting the meetings industry. The new insights shared by convention centres offer an invaluable perspective on re-opening in the face of the current challenges caused by the pandemic. It is vital that our industry returns to face-to-face events quickly, safely and efficiently. This update is an excellent resource for any organisation in our industry to understand the very latest innovative and adaptive approaches,” says James Rees, ICCA President.

“At UFI, we are tracking the recovery of exhibitions and business events around the world. Where shows have taken place, exhibitors and visitors have expressed their satisfaction with attending shows, as well as reporting good business. This guide is a ready reckoner for global good practices, and as a service to the entire events and exhibition industry, we are making it available for all stakeholders globally. Standing together, working together – this defines our whole sector, and, for me personally, the G3 alliance between AIPC, ICCA and UFI is a wonderful example for this power of collaboration,” says Anbu Varathan, UFI President.

As with the previous guides, this latest publication has been a collaborative project between parties from across the industry. It draws upon the direct, practical experiences and expertise of members who are dealing with the impact of COVID-19 on a daily basis, and the three association Presidents acknowledge this invaluable contribution in making the content as relevant as possible.

To download the guide, [click here](#)

Attachment:

[- Cover of the Good Practice Guide](#)

**About AIPC – The International Association of Convention Centres:** founded in 1958, AIPC is a global network of some 190 leading centres in 61 countries with the active involvement of more than 900 management-level professionals. Its mission is to encourage, support and recognise excellence in convention centre management, based on the diverse experience and expertise of its international membership, and it maintains a full range of educational, research, networking and management standards programmes in order to achieve this. AIPC recognises and actively promotes the essential role of the international meetings industry in supporting economic, academic and professional development in communities where its members are located, as well as enhancing global relations amongst diverse business and cultural interests worldwide.

For more information, visit [www.aipc.org](http://www.aipc.org) or contact the AIPC Secretariat at [secretariat@aipc.org](mailto:secretariat@aipc.org)

**About ICCA - the International Congress and Convention Association:** as the global community and knowledge hub for the international association meetings industry, ICCA is the global association leader for the international meetings industry and specialises in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA has represented the world's top destinations and most experienced suppliers specialised in handling, transporting and accommodating international meetings and events, and comprises over 1,100 member companies and organisations in almost 100 countries and territories worldwide. As of 2020, ICCA encompasses all major stakeholders in the world of association meetings, by opening its doors to associations with the launch of the “ICCA Association Community”, offering education, connections, tools and resources to associations to organise more effective meetings.

For more information, visit ICCA website [www.iccaworld.org](http://www.iccaworld.org) or contact us via [icca@iccaworld.org](mailto:icca@iccaworld.org).

**About UFI – The Global Association of the Exhibition Industry:** UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 83 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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