

German Exhibition Industry: Digitalisation and Data Protection



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digitised services

- websites (responsive design), blogs, social media, newsletter, apps
- exhibitor database, interactive hall plans
- online platforms for industries (productpilot, virtual market place)
- online booking, stand configuration, and invoicing for exhibitors
- online registration and ticketing for visitors
- tailored press information
- exhibitors: positioning and push information via beacon technology and inviting the visitors to production sites by using virtual reality devices

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- growing expectations of customers (benchmarks: amazon, google etc.)
 - quick reaction
 - always available
 - online

provided technology

- high speed internet access
- (free) mobile internet for visitors

- change in business culture in the trade fair industry
 - more communication and cooperation across departments
 - new structures within organization
 - mobile cloud-based flexible working places

New EU General Data Protection Regulation (effective 2018)

Germany: high data protection level, therefore less changes necessary than in other EU countries, and high awareness

1. consent

basic rule:

- explicit consent for data collected and purposes data used
- right to withdraw consent

challenges:

- formulate valid declaration of consent
- manage and store large numbers of written consents of visitors, exhibitors etc.
(basically unlimited in time and number)

2. data transfer outside EU

balance between business model and legal playing field:

- organizers as contact agents for visitors and exhibitors
- use of online services using servers based abroad, esp. US
 - CRM systems (e.g. sales force)
 - Google services (analytics), social plug-ins, dropbox etc.

basic rule:

in general no transfer of data outside the EU unless

- Binding Corporate Rules
- EU model contract clauses
- informed consent

US transfer after Safe Harbor judgement ->

EU-US Privacy Shield!


Online Goes Offline



The function of trade fairs starts where online media have their limits.

- 3-dimensional
- multi-sensory
- brand experience
- product testing
- personal negotiations

Major effect: trust

 Marriage of Trade Fairs and i-Platforms is likely to be celebrated.

Thank you!

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