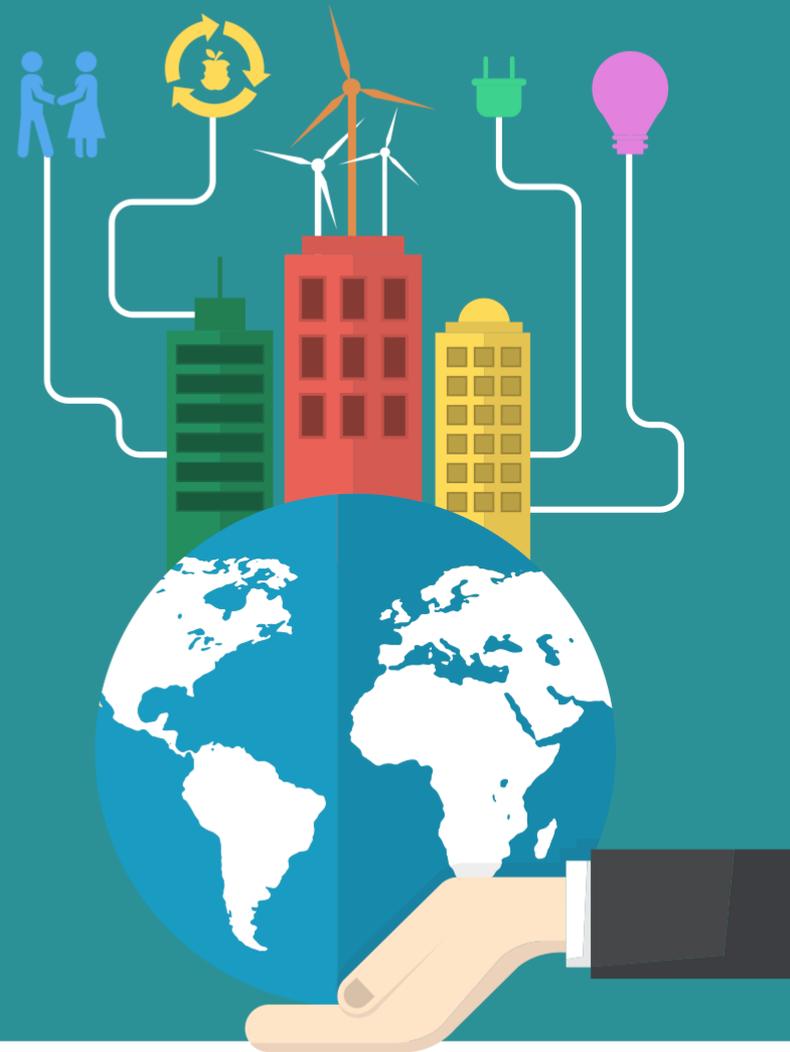


The Exhibition Industry and UN SDGs

2nd Edition

December 2019

Connecting People, Multiplying Impact.



UFI Research
produced by



 **ufi** The Global
Association of the
Exhibition Industry



UFI Research: An Overview



Global Reports



Analysing the global exhibition industry with global comparisons.

Global Barometer – Bi-annual report on industry developments.

World Map of Venues – Report on trends in venue space and project developments globally.

Economic Impact Study – Report on the value of exhibitions globally and regionally.

United Nations Sustainable Development Goals – Reports on the economic, social & environmental impacts of a number of exhibition industry projects.

Regional Reports



Regular market overviews on UFI's chapter regions.

Euro Fair Statistics - Annual list of certified data for Europe by country.

The Trade Fair Industry in Asia – Annual analysis of market developments for Asia/Pacific by country.

The Exhibition Industry in MEA – Overview of the exhibition market in the MEA region.

The Exhibition Industry in Latin America – The first comprehensive overview by UFI of the exhibition industry in Latin America.

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Global Visitor Insights & Global Exhibitor Insights - Data driven research reports on visitor feedback and exhibitor expectations.

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UFI Research is available at
www.ufi.org/research

UFI Message



Dear Industry Colleagues,

It is important that businesses contribute to the United Nations' Sustainable Development Goals (UN SDGs) and at UFI, we are very happy to release a report entitled "The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Impact".



This project was initiated by the UFI Working Group on Sustainable Development and produced with the collaboration of Greenview, who is itself a member of the Working Group.

This 2nd edition of the report updates the first one released in June 2019 with a series of new cases. It now includes 25 initiatives, from around the world, including from the three largest global exhibition organisers. These cases cover all 17 SDGs and they highlight how the exhibition industry can make a positive environmental and social impact, while enjoying cost savings, especially through multi-stakeholder partnerships.

We hope that this resource – a first of its kind – will inspire many companies to launch and report projects under the United Nations framework scheme. I am especially proud that this UFI project is also serving as a blueprint for a wider database, which the Joint Meetings Industry Council (JMIC) has agreed to set up, and showcase efforts on the UNSDGs from many areas of the meetings industry around the globe.

In line with UFI's mission to provide vital data to the entire exhibitions industry, the full report, "The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Action", is available free of charge on the UFI website at www.ufi.org/unsdg.

If you are interested in adding a case to this report, please contact chris@ufi.org. For more information about UFI initiatives around sustainability, go to www.ufi.org/susdev.

I wish you an enjoyable and fruitful read.

Yours sincerely,

Kai Hattendorf

UFI Managing Director/CEO

This is a UFI Sustainable Development driven activity.



UFI's Sustainable Development Mission Statement

UFI represents and serves an industry built on connecting markets and fostering trade for the greater good - an industry built on sustainable development principles. As such, UFI is committed to driving and supporting sustainable development among our global membership and the exhibition industry at large. In line with the United Nations Sustainable Development Goals, UFI has integrated sustainable development initiatives in all of our activities - from events to education, from research to advocacy. Our engagement in providing tangible solutions for sustainable development makes UFI a trusted and viable partner for governments, markets and non-profits.

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INTRODUCTION

Exhibitions provide the opportunity for the physical showcase and demonstration of the latest products, services, studies, market trends and opportunities, and functions as a giant platform for face-to-face engagement and potential business relationship building. This makes them indispensable even in the digital age where online marketing and exchange of thought have become extensive.

The outreach of the exhibition industry is also immense. UFI estimates that approximately 32,000 exhibitions are held every year, they directly involved 303 million visitors and nearly five million exhibiting companies. Apart from visitors and exhibiting companies, the far-reaching exhibition value chain also encompasses other partners and stakeholders – from organisers, service providers, hotels and venue operators to cleaning companies, waste collection and processing service providers. Exhibitions encompass business, government and civil society. With such a wide audience and reach, the exhibition industry can have meaningful collective impact. The UN Sustainable Development Goals (SDGs) can be supported in many different ways: Through an exhibition's theme, the way it is organised and operationalised, and the way it is supported by its suppliers and partners.

In 2015, United Nations Member States adopted the 2030 Agenda for Sustainable Development which specified 17 SDGs. These SDGs provide a roadmap for the world's focus and direction toward sustainable development in the years towards 2030, from no poverty and hunger to more equitable development and environmental sustainability. Many organisations in the industry have started aligning their exhibitions and operations with SDGs to create a sustainable future for all. To catalyse the spread of these great ideas and best practices across the industry, UFI has developed the UFI SDG database, an online platform where industry players to share and exchange best practices contributing towards SDGs.

UFI opened up for submissions across the three following entry types:

Type I: Exhibition Theme: How the theme of the exhibition contributes to the SDGs

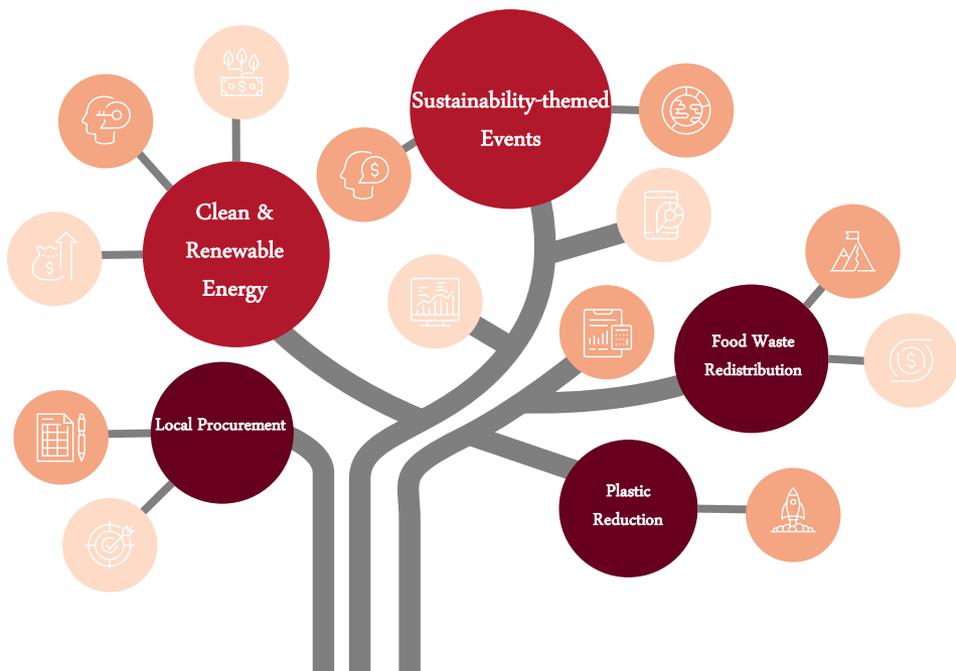
Type II: Exhibition Operation: How the operator of the exhibition contributes to the SDGs

Type III: Company's Operations: How a company's own operations contribute to the SDGs

INTRODUCTION

A total of 25 submissions have been accepted for this 2nd edition. The submissions feature all 17 SDGs and are contributed by the exhibition industry worldwide, including Australia, Canada, China, France, Germany, India, Mexico, the Netherlands, Singapore, Sweden, the United Kingdom and the United States. The list includes the three largest global exhibition organisers, showing that the UN SDG approach is well established within the industry's leadership.

***Note: The submissions should not be taken as a full reflection of sustainability efforts by contributors. Some submissions feature selected initiatives by a company, while others showcase a company's overall sustainability approach.**



LIST OF SUBMISSIONS



LIST OF SUBMISSIONS

No.	Activity Title	Organisation	SDGs Contributed To																	
1	Sustainability Reporting for SDGs	Reed Exhibitions			3	4						9				13			16	
2	Plastic Waste Display	Reed Expositions France												12		14				
3	AfricaCom	Informa	1							8	9									
4	Futurecom	Informa	1			4				8		10								
5	International Book Fair of Guadalajara	Impact0												12	13					
6	Feeding Your Performance	ICC Sydney			3					8			11	12						17
7	Legacy Program	ICC Sydney								8	9	10	11	12						17
8	Celebrating First Nations Cultures	ICC Sydney								8		10								17
9	Heartwarming Amsterdam	RAI Amsterdam		2										12						

LIST OF SUBMISSIONS

No.	Activity Title	Organisation	SDGs Contributed To																			
10	Neonyt	Messe Frankfurt									8	9				12	13	14	15			17
11	Sustainability Reporting	Messe Frankfurt				4	5	6	7	8	9	10	11	12	13					16	17	
12	Melbourne Renewable Energy Project	Melbourne Convention and Exhibition Centre							7	8	9		11	12	13							17
13	Responsible Seafood at Marina Bay Sands	Marina Bay Sands		2							8	9			12			14				17
14	District Energy System	Energcare Centre, Exhibition Place							7		9		11									17
15	Think Green	GL events								8				11	12	13						

KEY FINDINGS

Across our collection of 25 case studies, we have identified five leading areas of best practices for the exhibition industry.

01

Spreading awareness about SDGs and advancing sustainable industries



02

Taking consumption seriously and prioritising local suppliers



03

Combating waste with collaborative efforts



04

Putting it down in ink - stipulating environmental terms in contracts



05

Unveiling the secret to affordable and clean energy – the more the merrier!



01 SPREADING AWARENESS ABOUT SDGS AND ADVANCING SUSTAINABLE INDUSTRIES

For each SDG, actionable targets which businesses, governments and civil society may align to have been identified. For the goals to be cascaded down, awareness and understanding of SDGs are the first steps to take. Exhibition organisers have taken the initiative to bolster such efforts. RELX Group, which owns Reed Exhibitions and Elsevier, utilised its expertise in information and analytics to provide a publicly available online SDG Resource Centre. The content on the SDG Resource Centre ranges widely from articles, reports and legal practical guidance to tools, webinars and videos and events, all categorised according to SDGs.

The world's largest organiser, Informa, provided all attendees at AfricaCom, Africa's largest telecom and technology event, with a free online collection on SDG-related contents from Taylor & Francis. This came about as they wanted to inspire audiences on how accelerating technology and connectivity can bring about economic empowerment and social mobility. Post-event, 85% of 14,850 delegates gave feedback that the networking and knowledge shared during the event have better enabled

them to address challenges within the SDGs more effectively.

In addition, sustainability-themed exhibitions are increasing. Such exhibitions help to advance sustainable industries and contribute to SDG 9 on Industry, Innovation and Infrastructure. Messe Frankfurt's sustainable fashion tradeshow, Neonyt - The Global Hub for Fashion, Sustainability, Innovation, started off as the Greenshowroom (platform for sustainable fashion) during Berlin Fashion Week ten years ago. Today, its scale has increased manifolds, boasting 170 exhibitors and 7,000 trade visitors.

As RAI Amsterdam puts it, having sustainability integrated into the DNA of Horecava is "to create a future-proof sustainable event". Horecava inspires its 71,000 visitors from the food service & hospitality industry through its display of the latest eco-friendly trends and developments. In 2020, visitors can look forward to being surprised by innovative sustainable ingredients like seaweed caviar and plankton butter!

02 TAKING CONSUMPTION SERIOUSLY AND PRIORITISING LOCAL SUPPLIERS

70% of initiatives received feature SDG 12 on Responsible Consumption and Production. In particular, exhibition organisers and venue operators are paying close attention to responsible food sourcing and reducing food wastage. Under ICC Sydney's Feeding Your Performance philosophy, 87% of beverages and 61% of food were purchased locally in 2018. ICC Sydney's remit to partner with local suppliers where possible was particularly significant given that the local farming communities in New South Wales were experiencing severe drought across much of 2018. This also contributes to SDG 8 on Decent Work and Economic Growth since procurement is directed towards local suppliers.

Apart from local sourcing and food waste diversion, an emerging trend is to grow your own food. Under its Green Initiative, Cobo Center intends to install fully automated and energy efficient hydroponic garden greenhouses which would provide its kitchens a year round supply of organic vegetables in time to come.

With nearly 90% of the world's fish stocks being fully exploited, sourcing of seafood has also come under the limelight. Marina Bay Sands (MBS), in a partnership with the World Wide Fund for Nature (WWF), targets to source responsibly 50% of their total seafood by 2020. MBS further supports four aquaculture farms in Malaysia towards a sustainable journey with its pledge of \$1 donation per delegate for green meetings held at its Sands Expo & Convention Centre. Apart from SDG 8 and 12, the support of sustainable seafood in partnership with an NGO and aquaculture farmers contribute towards SDG 14 on Life Below Water and SDG 17 on Partnerships to Achieve the Goal.

03 COMBATING WASTE WITH COLLABORATIVE EFFORTS

It is always difficult to gauge the amount of food exactly required at events and this gives rise to the problem of food waste. Collaborative efforts to curb food waste have been observed across the initiatives of RAI Amsterdam, ICC Sydney, and GL events. These efforts contribute in particular to SDG 12 on Responsible Consumption and Production and SDG 17 on Partnerships to Achieve the Goal. RAI Amsterdam's Heartwarming Amsterdam programme brings together employees, suppliers, farmers, NGOs that are fighting food waste (The Salvation Army and Buurtbuik Zuid), and even visitors. Their joint effort to redistribute leftover food saves nearly 1500 kg of food waste in a year also contributes to SDG 2 on Zero Hunger. Where leftover food is no longer in good shape, they could be returned to the soil as nutrients through composting. GL events, for example, adopts biowaste sorting and converts partial biowaste into fertiliser for the venue's garden.

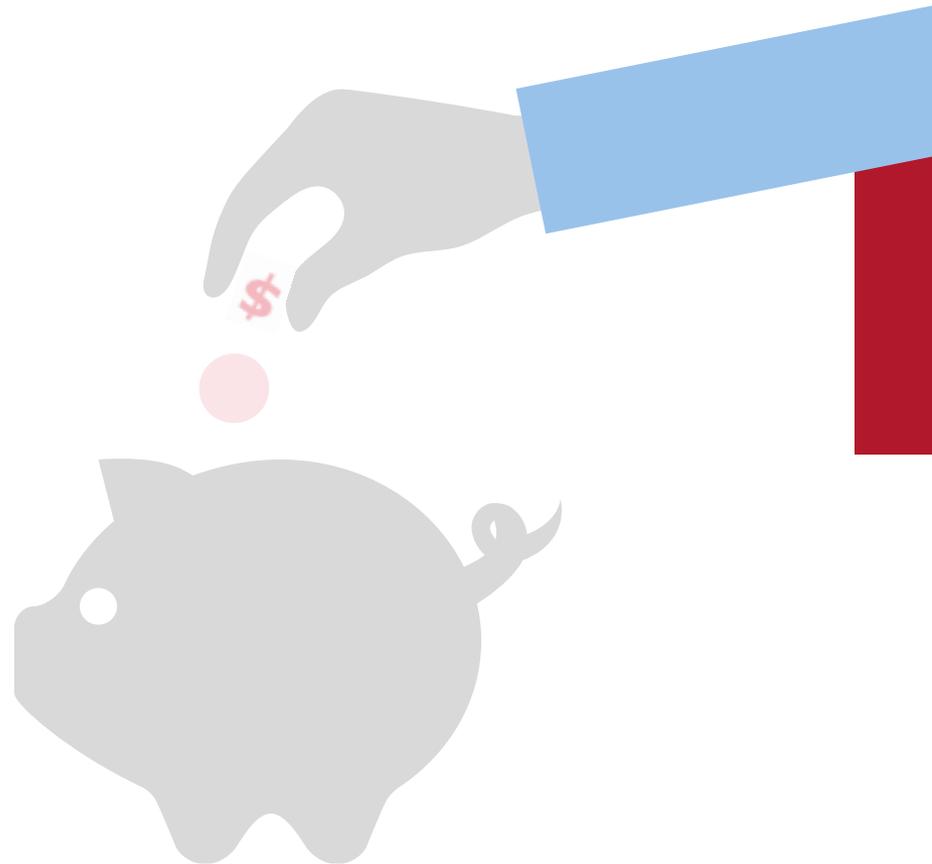
Apart from food waste, single-use plastic waste has received increasing attention. In fact, just recently on May 10, 2019, [plastic became listed as hazardous waste by the UN](#). The exhibition industry is also doing its part to fight plastic waste. Hong Kong Convention and Exhibition

Centre (Management) Limited (HML) partnered with the organiser of a Food Expo to pilot an on-site, reusable food container lending service for food sampling and also rolled out incentives for contractors and visitors to encourage dine-in and "bring your own cup/meal box". Their efforts saved 6,400 sets of disposable utensils in just 5 months. By cutting out single-use plastics, the exhibition industry would be contributing to SDG 12 on Responsible Consumption and Production. For places where waste management infrastructure is lacking and single-use plastic waste are likely end up in the oceans harming marine creatures, such initiatives would also greatly benefit SDG 14 on Life Below Water.

Apart from eliminating the use of single-use plastic from the event, the industry could do further by sharing the rationale and spread awareness of its environmental impacts. Events are a great opportunity to reach out to many people. Take Pollutec 2018 for example, Reed Expositions created a special installation "Océans Plastifiés: Impacts et Solutions" highlighting the problem of plastic waste and the outreach was a significant 70,000 participants.

04 PUTTING IT DOWN IN INK - STIPULATING ENVIRONMENTAL TERMS IN CONTRACTS

Promoting environmentally practices in the exhibition industry is also moving from a good-to-have to being penned down as a pre-requisite in contracts. Take Oregon Convention Center for instance, they have developed a Waste Diversion Policy (WDP) that is attached along with client contracts. The WDP prohibits items that cannot be recycled locally, requires proper waste segregation (correct streams for composting, recycling, etc.) and a Waste Diversion Deposit is paid by the client before the event and returned after all aspects of the WDP are achieved. GL events, similarly, often include the requirement of working with local suppliers along with public procurement contracts. This is an example of how company policy could benefit SDG 12 on Responsible Consumption and Production.



05 UNVEILING THE SECRET TO AFFORDABLE AND CLEAN ENERGY – THE MORE THE MERRIER!

Renewable energy projects, installation and use of energy efficient equipment and systems have also been implemented at exhibition venues. Such efforts target SDG 7 on Affordable and Clean Energy and SDG 13 on Climate Action while also contributing towards SDG 8 on Decent Work and Economic Growth, SDG 9 on Industry, Innovation and Infrastructure and SDG 11 on Sustainable Cities and Communities. Melbourne Convention and Exhibition Centre's (MCEC) Melbourne Renewable Energy Project is a joint project with numerous reputable Melbourne organisations to support the development of a wind farm. Not only does MCEC and project partners benefit from the project, the entire 4.4 million population of Melbourne is expected to enjoy the renewable energy too. It is projected that each year, the reduction in carbon emissions will be equivalent to the removal of over 22,000 cars off the road.

Enercare Centre's District Energy System, similarly involves partnerships and fulfil SDG 17. A centralised heating, ventilation and cooling (HVAC) system and electricity generation service at Enercare Centre negated

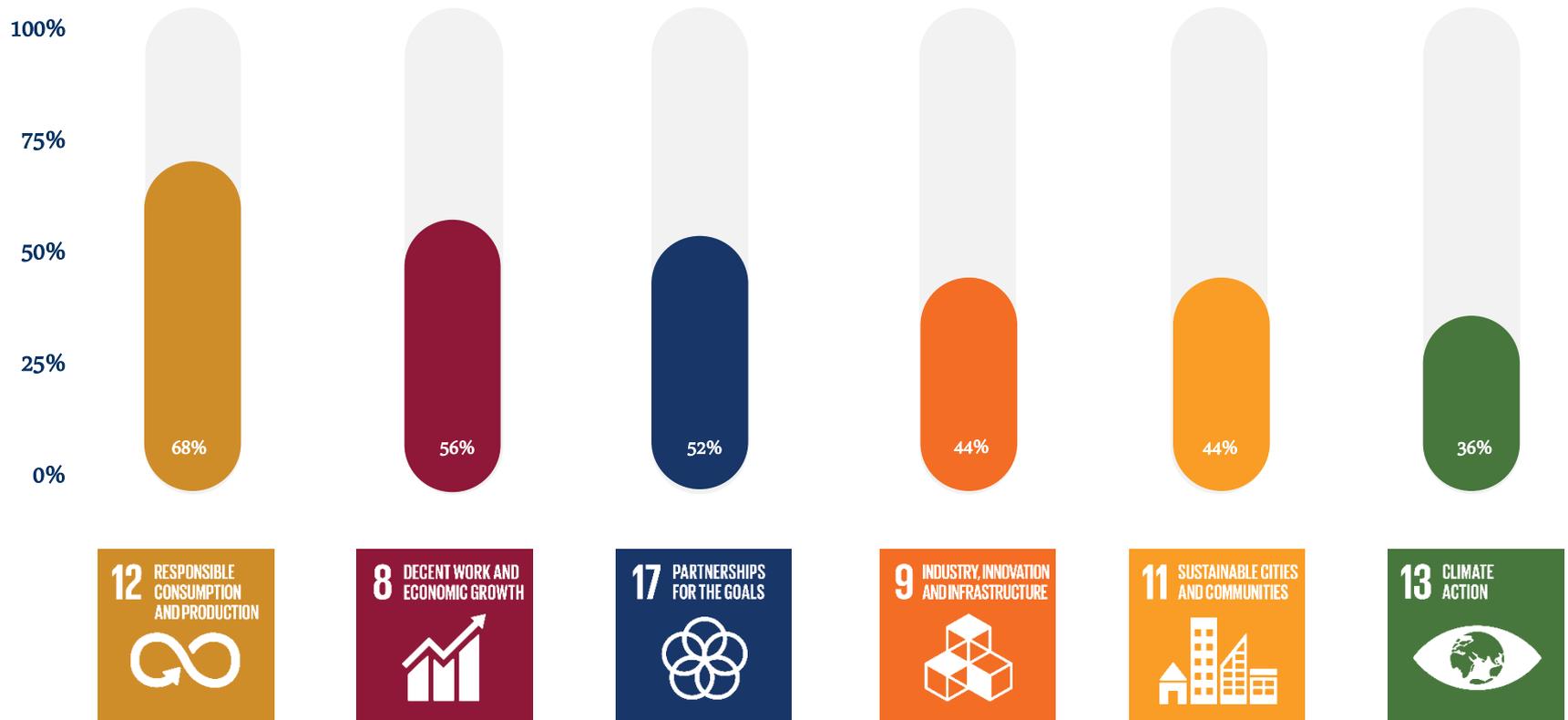
the need to install additional heating and cooling plants for nearby buildings as they were all able to tap on the excess capacity of Enercare Centre. Not only did the project provide environmental gains, it also translated into monetary gains - one building saved over \$10 million in capital cost for heating and cooling equipment and infrastructure!

New innovative technologies are also being explored. The Swedish Exhibition & Congress Centre Group has embarked on a partnership with Alelion Energy Systems to investigate how they could use and move energy during the peak load periods – e.g. contributing fossil-free energy from truck batteries at the exhibition facility to the local community. In the short run, they aim to reduce fossil fuel-related carbon emissions in electricity production by at least 50%, and to work towards increasing this percentage in the long term.

SDG HIGHLIGHTS

CONTRIBUTION TO SDGS

The following six SDGs were most common among the initiatives submitted. Here, we share how the exhibition industry as a whole could help to advance these SDGs and list out the relevant initiatives.



SDG 12

Responsible Consumption and Production



Significant Footprint

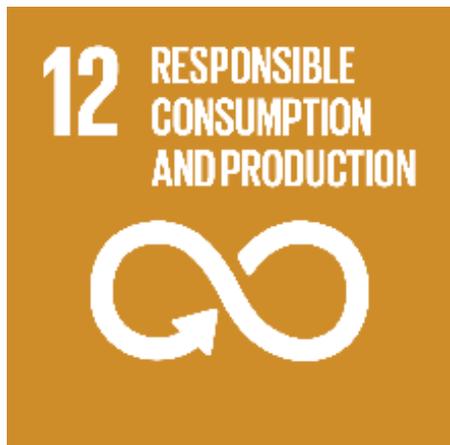
Exhibitions can have a significant ecological footprint, arising from the various stages, including construction of exhibition stands, catering of food and eventual tear-down and removal of waste. For instance, total waste generated per venue was found to be 1,203.63 Metric tons in 2017 on average ([Green Venue Report 2018](#)).



Clear Opportunities

There are clear opportunities for the exhibition industry to deliver solutions for SDG 12 on Responsible Consumption and Production by shifting towards a circular economy. In particular, many venue operators are looking into sourcing materials and products (including food) locally and sustainably, moving away from single-use items (e.g. plastic bottles, takeaway cutleries and containers, etc.) and recovering resources and reusing products after the exhibition (e.g. composting, recycling, etc.). Hong Kong Convention and Exhibition Centre's "Think Before Plastic" initiative saved 6,400 sets of disposable utensils in just 5 months.

Solutions for SDG 12 often also contribute positively to other SDGs, including SDG 11 on Sustainable Cities and Communities and SDG 13 on Climate Action



Initiatives

- [Plastic Waste Display](#)
- [International Book Fair of Guadalajara](#)
- [Neonyt](#)
- [Messe Frankfurt's Sustainability Reporting](#)
- [Feeding Your Performance](#)
- [Legacy Program](#)
- [Heartwarming Amsterdam](#)
- [Melbourne Renewable Energy Project](#)
- [Responsible Seafood at Marina Bay Sands](#)
- [Think Green](#)
- [Think Local](#)
- [Think People](#)
- [Waste Diversion Policy](#)
- [HML "Think Before Plastic" Campaign](#)
- [Cobo Tech Initiative](#)
- [Cobo Green Initiative](#)
- [Horecava](#)

SDG 8

Decent Work and Economic Growth



Far-reaching Value Chain

Attracting tens of thousands of visitors, the exhibition industry's value chain can be immense.

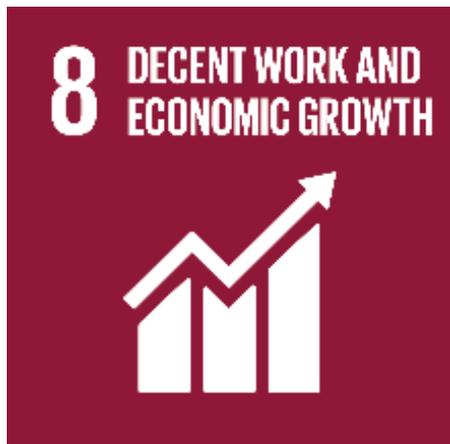
Apart from attracting visitors, exhibitions also draw material resources and capital to the hosting destination. This in turn creates further job opportunities and fuels economic growth.



Equitable and Sustainable Growth

There are also opportunities to deliver equitable and sustainable economic growth through responsible procurement and renewable and/or efficient energy projects.

Two examples are ICC Sydney's Feeding Your Performance philosophy, which ensures that the venue sources food and beverage from local suppliers where possible, and MCEC's Melbourne Renewable Energy Project, which will create 150 jobs locally.



Initiatives

- [AfricaCom](#)
- [Futurecom](#)
- [Neonyt](#)
- [Messe Frankfurt's Sustainability Reporting](#)
- [Feeding Your Performance](#)
- [Legacy Program](#)
- [Celebrating First Nations Cultures](#)
- [Melbourne Renewable Energy Project](#)
- [Responsible Seafood at Marina Bay Sands](#)
- [Think Green](#)
- [Think Local](#)
- [Think People](#)
- [Ecodesign Program For Exhibition Stands](#)
- [Cobo Cares Initiative](#)

SDG 17

Partnerships to achieve the Goal



Faster and Better Together

To achieve the SDGs by 2030, effective partnerships across the public sector, private sector and civil society would need to be forged.

Each sector has something to offer, be it knowledge, expertise, technology or financial resources, and combined, we could move faster and more effectively towards our goals.



Synergies and Value Creation

MCEC's Melbourne Renewable Energy Project and Enercare Centre's District Energy System are two great examples of how joint efforts helped to reduce high costs (of establishing a wind farm and installation of heating/cooling plants respectively), maximise resource efficiency and bring about benefits for all stakeholders and the local community.

Cobo Center partners a large network of non-profit agencies to provide free events and services all year round - from health and fitness events to anti-human trafficking measures, financial literacy sessions and gender neutral bathrooms. Such partnerships help to establish a culture of community engagement and caring.



Initiatives

- [Neonyt](#)
- [Messe Frankfurt's Sustainability Reporting](#)
- [Feeding Your Performance](#)
- [Legacy Program](#)
- [Celebrating First Nations Cultures](#)
- [Melbourne Renewable Energy Project](#)
- [Responsible Seafood at Marina Bay Sands](#)
- [District Energy System](#)
- [Waste Diversion Policy](#)
- [Cobo Tech Initiative](#)
- [Cobo Cares Initiative](#)
- [Cobo Green Initiative](#)
- [Horecava](#)



SDG 9

Industry, Innovation and Infrastructure



Catalysing Action

Industry, innovation and infrastructure are central to economic growth and development. It is thus important to promote growth in these three areas.

Exhibitions can act as a catalyst for industry, innovation and infrastructure as they bring together people across an industry, create opportunities for people's ideas to spark off one another and for collaborations to occur.



Boosting Infrastructure and Sustainable Industries

One great example is AfricaCom which connects budding start-ups and SMEs with international investors, venture capitalists and industry mentors in the digital communication landscape. By bringing actors in the industry together, the event creates discussion and collaboration opportunities which can promote the development of digital communication infrastructure and in turn, economic growth across all sectors. It has been found that with every 10% increase in broadband penetration, GDP raises by nearly 1.4% ([World Bank, 2009](#)).

In addition, the exhibition industry could play a part in supporting sustainable industries and innovation through the products and services they procure, as well as investing in renewable energy or energy efficient equipment and systems.



Initiatives

- [RELX's Sustainability reporting for SDGs](#)
- [AfricaCom](#)
- [Messe Frankfurt's Sustainability Reporting](#)
- [Legacy Program](#)
- [Melbourne Renewable Energy Project](#)
- [Responsible Seafood at Marina Bay Sands](#)
- [District Energy System](#)
- [Waste Diversion Policy](#)
- [Cobo Tech Initiative](#)
- [Cobo Green Initiative](#)

SDG 11

Sustainable Cities and Communities



Rising Urban Population

Over half of the world's population currently dwell in cities but they disproportionately account for over 70% of the world's carbon footprint.

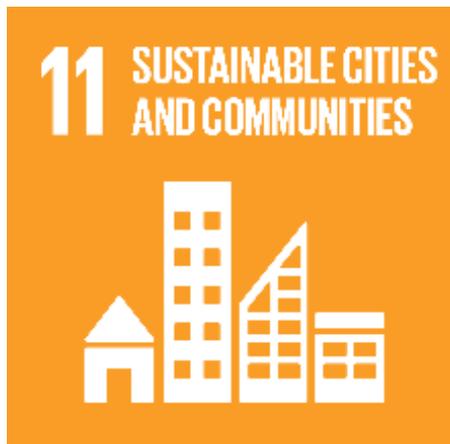
By 2050, cities will be house more than two-thirds of our population.



Investing in Sustainable Development and Promoting Sustainable Lifestyle

The exhibition industry could help to propel cities and communities towards sustainability by investing in resource efficiency, supporting sustainable industries and infrastructure, promoting inclusion and funding climate-resilient development.

Reducing transport emissions is one way the exhibition industry could help to build more sustainable cities. Messe Frankfurt, for instance, has inculcated a culture of cycling amongst its employees and also offers 135 service bicycles across its extensive exhibition venue. GL events, on the other hand, has introduced electric vehicles into its own fleet and stipulated clauses to limit carbon emissions in their calls for tender for transportation subcontractors.



Initiatives

- [Messe Frankfurt's Sustainability Reporting](#)
- [Feeding Your Performance](#)
- [Legacy Program](#)
- [Melbourne Renewable Energy Project](#)
- [Think Green](#)
- [Think Local](#)
- [Think People](#)
- [District Energy System](#)
- [Waste Diversion Policy](#)
- [Cobo Tech Initiative](#)
- [Cobo Green Initiative](#)

SDG 13

Climate Action



The Tipping Point

In a landmark report by [Rockström et al.](#) in 2009, it was proposed that for Earth to operate within safe limits, atmospheric carbon dioxide concentration need to be kept within 350 ppm.

Not only have we crossed that line, we have in fact reached an unprecedented level of [415 ppm](#) in May this year. There is no doubt urgent action needs to be taken.



Clean and Renewable Energy for the Exhibition Industry

The exhibition industry can play a part by supporting renewable energy, considering and reducing the carbon footprint of products and services it purchases, and be a platform to spread awareness and spark action.

As the consultant of the International Book Fair of Guadalajara, Impact0 measures the environmental impact of the exhibition, analyses this data, and implement improvements through policy and collaboration with organisers and suppliers. This resulted in a successful reduction of carbon emissions from 5.61 kg to 3.96 kg per visitor between 2016 and 2017.



Initiatives

- [RELX's Sustainability reporting for SDGs](#)
- [International Book Fair of Guadalajara](#)
- [Neonyt](#)
- [Messe Frankfurt's Sustainability Reporting](#)
- [Melbourne Renewable Energy Project](#)
- [Think Green](#)
- [Think Local](#)
- [Cobo Tech Initiative](#)
- [Energy Management System](#)

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 89 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.



Greenview

Greenview is a sustainability consulting and research firm that helps organizations with their strategy, programs, measurement, and reporting. In addition, Greenview provides technology solutions to make calculation and monitoring of data and best practices easy through its Greenview Portal. Greenview's clients include many of the hotel industry's leading chains, as well as cruise lines, event organizers, venues, destinations, trade associations, and research institutions to catalyze sustainability as the industry's thought leader. With offices in Singapore and the United States, Greenview works with hotel companies to develop and implement strategies, programs, and data measurement platforms. Greenview has also launched several innovative industry initiatives including the Green Lodging Trends Report, the Cornell Hotel Sustainability Benchmarking Index, the Hotel Footprinting Tool, the Hotel Owners for Tomorrow coalition, and the UNWTO's sustainable cruise development benchmarking for South-East Asia.



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