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## UFI 2008 Open Seminar in the Middle East to be Held in Jordan

**Paris: 18 February 2008** – UFI, the Global Association of the Exhibition Industry, will organize its second UFI Open Seminar in the Middle East from April 16-18 in Amman, Jordan. Hosted by IFP Near East (IFP Jordan), this seminar is open to participation by all exhibition industry professionals.

The UFI 2008 Open Seminar in the Middle East, sister to UFI's annual industry leading Open Seminars in Europe and Asia, has a two-fold objective:

- to provide an overview of the latest marketing and technological solutions available to the exhibition industry; and
- to provide strategic business insight into exhibition industry developments in the Middle East.

This year's 2008 theme, "Inspiration for Profitable Exhibition Business," will showcase a number of hot industry topics, including: how to increase exhibitor and visitor awareness of the unique value of exhibitions; top technology trends transforming the tradeshow industry; and the power of audited event figures. Participants will have the opportunity to pose questions on "database management for successful exhibition business" and "best practices to attract visitors" to industry specialists. Questions, submitted in advance, will be examined during the Seminar's two "Ask the Expert" sessions. Another programme high point is case study by an event organizer who dared to develop an exhibition event in Iraq - and whose results are a true success story! A panel discussion will conclude the one-day seminar, highlighting the heated controversy surrounding exhibition theme protection.

A visit to the historic site of Petra is offered by host IFP Jordan to all participants immediately following the seminar.

This seminar will bring together tradeshow organizers, exhibition centre managers and partners of the industry as they share information and experiences relevant to today's exhibition dynamic exhibition business.

The UFI Open Seminar in the Middle East is open to participation by UFI members and non-members. Complete programme information and registration options may be found at [www.ufi.org/amman2008](http://www.ufi.org/amman2008) .

*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 85 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 162 exhibition centres around the world.*

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