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[www.ufi.org](http://www.ufi.org)

## Exhibitions make strong contribution to Sustainable Development

*Paris, 29 October, 2009:* Faced with global warming and diminishing resources the exhibition industry is conscious that it must strive to improve its impact on the environment both locally and globally. As a result, exhibition venues and exhibition managers around the world are taking steps to reduce waste, convert to sources of renewable energy, recycle frequently used materials and ensure that they contribute to the development of staff and the local community. UFI, The Global Association of the Exhibition Industry, contributes to sustainable development by encouraging, sharing and promoting sustainable development practices in all aspects of exhibition venue and event organisation and management, whether from an environmental, economic or social perspective.

Through its activity across the globe the exhibition industry contributes to the three pillars of sustainable development: environmentally by adopting measures to improve energy, resource and waste management, economically, by supporting the development of international trade in the sectors it services and contributing revenues to the local and national economy, and socially by raising awareness within the exhibition sector and the wider community of the need for sustainable development and by educating and training employees to implement sustainable practices.

Exhibitions are the most efficient way of bringing together a multitude of buyers and sellers in a single venue, providing direct experience of material goods and services, stimulating business opportunities and facilitating business negotiations. At the same time exhibitions and trade fairs open up channels of communication which encourage social networking and understanding between peoples.

UFI is pursuing its support of sustainable development for the exhibition industry. UFI's Sustainable Development Committee, chaired by Michael Duck (UBM Asia), provides the association's members with best practice guidance and a forum to exchange knowledge and information. Manfred Wutzlhofer, UFI President, said, "trade fairs play a significant, beneficial role in supporting international trade and economic growth. The challenge for the exhibition industry is to retain the many benefits it brings to business and industry while ensuring that its impact is increasingly sustainable now and in the future."

## Exhibitions make strong contribution to Sustainable Development (continued)

UFI is the association of the world's leading 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 its members and the exhibition industry worldwide.

By promoting the unique characteristics of trade fairs, UFI:

- Provides an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences;
- Promotes trade fairs and exhibitions globally as a unique marketing and communications tool;
- Provides its members with valuable studies and research regarding all aspects of the exhibition industry;
- Offers educational opportunities and a variety of professional seminars; and
- Deals with issues of common interest to its members through regular meetings of its regional chapters and thematic working groups.

UFI represents 535 member organisations in 83 countries around the world. 844 of its members' exhibitions have earned the UFI Approved Event quality label.

UFI members are currently responsible for more than:

- 4,500 exhibitions, most of them being international;
- 50 million square metres of space rented annually;
- 1 million exhibitors each year;
- 150 million visitors annually.
- 12 million square metres gross rentable exhibition space.

For additional information, please click on: [www.ufi.org](http://www.ufi.org).

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