

CEO exhibition organizers brainstorm in Geneva

Paris/Geneva – 4 February 2010: The second UFI Global CEO Forum (UCF) is hosted by Palexpo in Geneva from February 3-5, 2010. Organised by UFI, the Global Association of the Exhibition Industry, participation in this annual CEO-level event is by-invitation-only. Leading CEO exhibition organisers from 27 nations will be exchanging ideas and information at this senior level brainstorming session.

During these difficult times it's more important than ever to network and learn from each other. Targeted to challenge the CEO's of the world's leading exhibition organizers, the UCF programme includes strategic topics ranging widely and including organizational culture, leadership performance, and a close look at the current state of the global exhibition industry.

An update on the global economy from the perspectives of the always entertaining economist, Roger Martin-Fagg is also certain to encourage lively debate. The meeting will also be looking at the current "hot" topic for all industries, social media, and how its power can be harnessed by the exhibition industry.

The quality and experience of the UCF speakers and participants guarantees that the information exchanged will be of the highest level. UCF speakers will spark dynamic exchanges which will drive participating CEOs to adapt and develop new strategic concepts suited to the current exhibition industry environment.

UFI's President, Manfred Wutzlhofer, stated, "the exhibition industry is a close-knit global family. The UCF is an important opportunity for us to freely exchange ideas on the industry and develop new and exciting perspectives for the future."

UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the 45 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 538 member organisations in 82 countries around the world. 843 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.

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