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UFI Provides “Toolbox for Future Exhibition Management” at Bahrain Seminar: March 29 - 31

Paris/Manama, February 22, 2010: The UFI Open Seminar in the Middle East will be held in Manama, Bahrain from 29-31 March 2010, at the Bahrain International Exhibition & Convention Centre (BIECC).

Hosted by the UFI member Bahrain Exhibition and Convention Authority (BECA), the UFI-organized regional seminar will celebrate its fourth anniversary as the premier exhibition industry meeting in the region.

Themed “Toolbox for Future Exhibition Management”, the seminar’s programme will offer industry professionals updated concepts and effective tools and tips covering a wide range of professional issues. Featuring world-class speakers, the topic spectrum will cover:

- Greening the expo: ethical responsibilities and business needs;
- Perspectives: The power of demand;
- Pricing strategies in the trade fair industry;
- Industry sponsorships: maximizing benefits for both parties; and
- Virtual trade shows: complementary component or competitor?

In addition a panel discussion will address the delicate relationship between exhibitions and hotels during a session entitled: “Late check out! Event attendees and organizers face tougher hotel policies”.

The unique environment of the Gulf archipelago will enhance the Seminar’s social activities, providing ideal networking opportunities for participants..As well as the Seminar programme, a very special dinner will be organized at the La Fontaine Contemporary Arts Centre and Restaurant. An exceptional tour of Bahrain will allow participants to enjoy the unique flavour of Bahraini culture through visits of the National Museum, Beit Al Quran, Bahrain Fort and the Tree of Life!

“We are encouraging companies and organizations from the business and leisure tourism and hospitality sectors to profit from this one-of-a-kind marketing and hospitality opportunity that showcases the Kingdom’s facilities. BECA is honoured to host this

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important industry event which will have the unique power to inspire and stimulate dialogue among the MICE (Meetings, Incentives, Conventions and Exhibitions) industry stakeholders in the region," said Hassan Jaffer Mohamed, Chief Executive Officer of BECA.

According to Ibrahim Al Khaldi, Regional Manager of UFI's Middle East and Africa (MEA) Office, UFI, the Global Association of the Exhibition Industry, continues to enhance awareness, throughout the region, of the unique value of the exhibition industry. UFI also provides quality knowledge on the industry's hot issues. "I am sure Seminar participants will have an exceptional experience in this wonderful country as we enjoy the warm hospitality of our host BECA," he said.

For the full Open Seminar Programme and online registration, please go to:
www.ufi.org/manama2010

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 541 member organisations in 82 countries around the world. 851 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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