

CEO exhibition organizers want to return to Geneva for UCF 2011

Paris – 31 March 2010: CEO participants at the 2010 UCF have spoken out clearly: they want to return to Geneva, and host Palexpo, for the next UFI Global CEO Forum (UCF). “We’re certainly in agreement with this strong endorsement,” said Seven Smulders, UFI Senior Consultant and founder of the UCF series of CEO level strategy sessions. “Our host was outstanding and Geneva’s easy access makes it an excellent choice for this international gathering of the world’s exhibition leaders.” Organised by UFI, the Global Association of the Exhibition Industry, participation in this annual CEO-level event is by invitation-only.

The 2011 UCF will take place from February 9 – 11, 2011. This is the first time that this prestigious event has held back-to-back sessions in the same venue. But the participating CEO exhibition organisers from 27 nations who attended the 2010 event were adamant that Geneva was where they wanted to be again in 2011. UFI President, Manfred Wutzlhofer, agreed wholeheartedly, saying, “quite honestly Palexpo and Geneva spoiled us!”

Targeted to challenge the CEO’s of the world’s leading exhibition organizers, the UCF programme includes strategic topics ranging widely and including new communications techniques, leadership performance, and an assessment of the state of the global exhibition industry.

The UCF has become an important annual event for the world’s leading exhibition CEO organizers. The quality and experience of the UCF speakers and participants guarantees that the information exchanged among industry colleagues will be of the highest level. But CEOs aren’t the only ones looking forward to next year’s UCF. Sponsors are already lining up to lend their support as well.

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Claude Membrez, CEO at UCF host Geneva Palexpo, put it well, saying, "While Geneva is accustomed to hosting international gatherings, it gives us great pleasure to be able to once again welcome this prestigious meeting of our exhibition colleagues. And as an exhibition organizer, I am certainly looking forward to another exciting exchange of ideas during this challenging event."

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.

UFI represents 540 member organisations in 82 countries around the world. 849 of its members' exhibitions have earned the UFI Approved Event quality label.

For additional information about UFI, please click on: www.ufi.org.

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