

## 2012 UFI CEO Forum to gather exhibition leaders in Istanbul

Paris, June 16, 2011: UFI, the Global Association of the Exhibition Industry, announces the next UCF annual international meeting of exhibition industry C-level leaders will be held in Istanbul from February 1-3, 2012. The tenth edition of this global gathering will be hosted by Istanbul Expo Center (IFM). Haluk Kanca, General Manager of the IFM, stated, "Our intention in hosting the 2012 UCF is to provide the world's leading exhibition organisers with an exciting forum on the banks of the Bosphorus, for the exchange of ideas and information. This is a unique opportunity for Istanbul to bring together the key players in the exhibition business." Limited to 100 participants, the two-day, by invitation-only event will take place at the five-star Swissôtel which ranks in the 2011 Condé Nast Traveler Gold List. UFI Managing Director, Paul Woodward said "We are very excited to be bringing the UFI CEO Forum to Istanbul. It's a great city for a meeting like this, a place where the world has come together to do business for centuries. Given all the activity in the Turkish exhibitions market, we expect to see many new CEOs added to the group of long-term supporters of this important event. Thanks to Istanbul Expo Center for their support in hosting us for this meeting."

The UCF series of conferences is acknowledged as the premier networking event for CEOs of the world's leading exhibition organising companies. The quality and experience of the UCF speakers and participants guarantees that the information exchanged is at the highest level. UCF speakers traditionally spark dynamic exchanges driving CEOs to adapt and develop new strategic concepts suited to the current exhibition industry environment. UFI President Eric Everard describes the objectives of the event saying, "the UCF is a unique opportunity for us to develop creative ideas to confront the tough issues facing the exhibition industry today. These brainstorming sessions allow us to share and develop strategic concepts as we continue to move ahead with exciting and innovative approaches in this unique face-to-face marketing media."

Full programme details will be available in September on the UFI website at [www.ufi.org/ucf](http://www.ufi.org/ucf). Invitations will be mailed to eligible participants at that time. For more information on the 2012 UCF, please contact [ucf@ufi.org](mailto:ucf@ufi.org).

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*UFI is the global association of the world's leading tradeshow organizers 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 the business interests of its members and the exhibition industry.*

*UFI represents over 550 member organizations in 84 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

For additional information, please go to [www.ufi.org](http://www.ufi.org) or contact Lili Eigl, UFI Communications Manager, [lili@ufi.org](mailto:lili@ufi.org)



