

## 2012 : a banner year for UFI, the Global Association of the Exhibition Industry

*Paris/Abu Dhabi, November 8, 2012* – UFI has successfully wrapped up its 79<sup>th</sup> UFI Congress, hosted this week in Abu Dhabi by the Abu Dhabi National Exhibition Centre, ADNEC. A record number of over 475 participants gathered from 55 nations to examine “where the growth is coming from.” Representing exhibition organizers, venue managers and partners of the industry, UFI has recently seen its own growth hit a new high as it surpassed the 600 mark and now numbers 612 member organisations from 85 countries in its global membership. Since last year’s UFI Congress in Valencia, UFI has welcomed an additional 36 new member organisations. This includes four additional exhibition related associations, bringing the total number of national and international industry associations under the UFI umbrella to 51. Paul Woodward, UFI Managing Director, said, “With remarkable growth like this even in such challenging economic times, it’s clear that UFI provides recognized, value-adding assistance and support to our members.”

UFI members are the leaders of the exhibition industry. Last year 26% organized at least one exhibition outside their own country. . Another trend confirmed by recent UFI research is the continuing shift to Asia in venue infrastructure capacity. Today China accounts for 46% of the global increase in indoor available exhibition space with 69% of this increase related to new venue construction.

In keeping with the growing importance of the Asian exhibition sector, UFI members selected their first Chinese President, Chen Xianjin, (China Association of Exhibition Centres,) who took over the UFI Presidency from Brienin in Abu Dhabi, saying “Our association’s history reflects the development of the world exhibition industry and it is also the global economic development history in miniature. Today China represents 15% of UFI’s total membership and there are many stories about international exhibition companies coming to China and succeeding. It’s my intention to use the advantage of my origin from Asia to better connect Asian members with those from Europe and other continents.”

The UFI 2012-2013 Presidential trio of Chen Xianjin President, Renaud Hamaide (Comexposium, France) Incoming President and Arie Brienin (Jaarbeurs Holding, NL) Past President, took office immediately following the 79<sup>th</sup> UFI Congress in Abu Dhabi. UFI’s 80<sup>th</sup> Congress will be hosted by AKEI in Seoul (Korea) from November 13-16, 2013.

\*\*\*\*\*

Attached: List of newly admitted UFI member organisations and approved UFI events since November 2011.

Photo: left to right: Chen Xianjin, UFI President 2012-2013 greets Paul Woodward, UFI MD

## 2012 : a banner year for UFI (continued)

UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the 51 major national and international exhibition associations, and selected partners of the exhibition industry. From its headquarters in Paris and regional offices in Hong Kong and Kuwait, UFI serves over 610 member organizations in 85 countries around the world.

UFI's main goal is to represent, promote and support the business interests of 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.

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:

**UFI**

Ms Lili Eigl, Manager Communications  
17, rue Louise Michel  
92300 Levallois-Perret, France  
Phone: (33) 1 46 39 75 00  
Email: [lili@ufi.org](mailto:lili@ufi.org)