

## Thailand Convention & Exhibition Bureau agrees to 3 year UFI Diamond Sponsorship

Paris, February 7, 2013 - The Thailand Convention & Exhibition Bureau (TCEB) has agreed to extend its UFI Diamond Sponsorship for an additional 3 years until December 2015.

The Diamond Sponsor package is an exclusive year-long partnership package available on a limited basis with UFI, the Global Association of the Exhibition Industry. It is the most comprehensive way to support UFI's global programmes and to reach out to UFI's powerful network of exhibition industry decision makers around the world.

UFI Managing Director Paul Woodward commented "We are delighted that the successful partnership we have enjoyed with TCEB as our first Diamond Sponsor in 2012 has been extended on a longer term basis. Their on-going support will enable us to develop more valuable services for our members, which in turn will offer unique opportunities for TCEB to interact with UFI's network."

Exhibition Director for TCEB Supawan Teerarat added: "We are very happy to continue being an UFI Diamond Sponsor. This opportunity will definitely help connect Thailand's exhibition industry to the global arena." Thailand is the largest economy of the ASEAN region and, with the formation of the ASEAN Economic Community (AEC) in 2015, is well situated to take advantage of the growing opportunities in this region.

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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 610 member organizations in 85 countries around the world. Over 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)

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