

# UFI partners with GenieConnect to provide new mobile app experience at UFI events

Paris, 29 October 2013: UFI, the Global Association of the Exhibition Industry, is pleased to announce a partnership with UK headquartered GenieConnect to develop mobile apps for future UFI events around the world. GenieConnect provides mobile event apps and attendee web portals designed to improve the attendee experience and drive networking opportunities.

Paul Woodward, UFI Managing Director noted that UFI members consider networking as a key priority at UFI events. "We're excited at the ease for developing business contacts that is afforded by the GenieConnect app and desktop portal. Whether a member is using an iPhone, Android or desktop PC, this new service will facilitate connections among old UFI friends and new business contacts." The web platform makes it easy for delegates to plan their agenda, contact other delegates and schedule meetings – and all actions and preferences sync directly to the mobile app. UFI members, the leaders of the global exhibition community, will have their first chance to put the app to work at the 80<sup>th</sup> UFI Congress to be held in Seoul next month. The new UFI event app has been carefully designed to improve delegate interaction and facilitate information flows.

Giles Welch, CEO of GenieConnect commented, "We are delighted to be partnering with UFI, to bring the benefits of our solution to the delegates at their events, both by providing an event app and web portal for use at the 80th UFI Congress, and also attending the Congress ourselves. We are looking forward to a long-lasting partnership with UFI."

The mobile apps and web portals developed by GenieConnect are designed to meet the specific needs of event organisers, corporations and associations to support the participation of delegates at their events. The GenieConnect app will be employed over the course of the next year at UFI events in Bangalore, Doha, and St. Petersburg.

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*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 the business interests of its members and the exhibition industry. UFI represents over 630 member organisations around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

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

*Established in 2010, GenieConnect is a leading provider of event participation solutions, offering unique insight and business intelligence to organisers and enhanced event experiences for their attendees. The mobile apps and web portals created are best of breed solutions for event organisers, corporations and associations to deploy under their own brand to deliver more for participants at their events.*

For additional information on GenieConnect please go to [www.genie-connect.com](http://www.genie-connect.com) or contact: Lauren Marshall, GenieConnect Marketing Manager, [lauren.marshall@genie-connect.com](mailto:lauren.marshall@genie-connect.com)