

## Kai Hattendorf selected to lead UFI

*Paris/Istanbul, 15<sup>th</sup> June 2015:* UFI, the Global Association of the Exhibition Industry, is very pleased to announce that Kai Hattendorf has been selected as its next new Managing Director. Currently Vice President, Digital Business & Entertainment at Messe Frankfurt, he will join UFI this autumn and take over when the current Managing Director, Paul Woodward, steps down in mid-November.

Hattendorf was selected from a wide international field of candidates in a process led by the UFI President, Andrés Lopez-Valderrama and his Executive Committee, and supported by the international search firm, Heidrick & Struggles. Senior executives from over 15 countries around the world were considered for the position which involves daily management of all UFI activities and responsibility for the teams working in its three offices in Paris, Hong Kong and Sharjah.

Lopez-Valderrama commented, following the announcement to a meeting of UFI's Board of Directors at its Istanbul meeting today, "I am personally very pleased with the quality of candidates we saw and in particular that we have been able to recruit a senior executive of Kai's calibre to lead UFI. His experience at one of the world's leading exhibition companies and as a seasoned communications professional will be critical in leading UFI on to address the challenges and opportunities our industry faces".

Hattendorf said "I'm looking forward to joining UFI later this year and to continue the great work Paul and the dedicated team have done in the past years. Change in the exhibition industry is accelerating. As the global voice of our industry, UFI is in a unique position to support its members all around the world in addressing these changes."

Hattendorf joins UFI from Messe Frankfurt Group where he has held various senior executive positions over the past years including overseeing trade shows, digital business, communications and marketing. His previous career includes leadership positions in marketing/strategic communications as well as strategy and product development in the ITC and media industry for Deutsche Telekom Group, dpa (the German Presse Agency) and a start-up.

A journalist by education, Hattendorf has reported internationally and worked for the WDR and Radio Bremen broadcasters in Germany, the BBC in the UK, and the Voice of America. He holds a Masters degree from American University, Washington, DC. He also studied in Dortmund and Edinburgh.

Attached: Kai Hattendorf's portrait photo

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### **About UFI - The Global Association of the Exhibition Industry**

*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 650 member organisations in 83 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 more information about UFI:**

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