

CICE becomes an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

Paris/ Hong Kong: 7 September 2015:

China International Conference and Exhibition (CICE) has signed an agreement to become an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

Zhao Wei, General Manager of CICE, signed the agreement with Paul Woodward, Managing Director of UFI, in a move that will help disseminate our work internationally.

Zhao, observed that UFI has developed a strong reputation in China over the past decade, and that Chinese exhibition companies benefit from the association's global network. CICE magazine as the most veteran exhibition magazine specialising in conference and exhibition industry in China, has long been committed to boosting communications for the exhibition industry. He believes that the cooperation with UFI will further promote the exhibition industry in China and beyond.

By working together, CICE and UFI will expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via diverse online and offline media channels. There will be a mutual exchange of media and content on the communication platforms of the two organisations.

"We look forward to the opportunity to work more closely and in conjunction with the CICE. With one-third of our global membership located in Asia, this partnership aims to strengthen our voice in China and to cater for the needs of our members in the region. We also hope that this agreement is only the first step of a more profound and long-lasting relationship to join forces to cater for the needs of our members in China," commented Paul Woodward.

Among others, UFI will share industry news via their CICE magazine, which has aimed to promote the exhibition industry across China since 1994. CICE will have its news disseminated by social media and other UFI communication channels, as well as supporting UFI's events as Media Partner. Such upcoming events include the 82nd UFI Congress (Milan, November 4 - 7, 2015), the Global CEO Summit (Munich, February 2 - 4, 2016), and UFI Open Seminars in Asia (Thailand, February 27 - 28, 2016), MEA (Beirut, March 23 - 24, 2016) and Europe (Basel, June 20 - 22, 2016).

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:

*Angela Herberholz, UFI Marketing and Communications Manager
 Email: angela@ufi.org,
www.ufi.org*

For more information about CICE

China International Conference and Exhibition magazine agency ("CICE") established China International Conference&Exhibition (CICE) magazine in 1994 and is now a mainstream exhibition magazine in China. CICE also publishes a series of exhibition magazines including Overseas Exhibitions, MICE Business Tourism, Machinery&Auto Shows, and operates the CICE website <http://www.zwhz.com>.

CICE also organizes a series of communication events focused on the exhibition industry: Expo Project Fair for International Cooperation (EPFIC); Job Fair for Exhibition Graduates; International Exhibition Communication Group; Conference & Exhibition Trading Activities for China (Beijing) International Fair for Trade in Services (CIFTIS); National Exhibition Professional Managers Seminar.

For more information about CICE, please contact:

*Celion Su, Overseas Exhibitions Magazine Editor
 Email: celion.cice@gmail.com*