



Mash Media and UFI, the Union of International Fairs, announce the launch of a new international publication.

Exhibition World, a monthly publication, will focus on timely news and strategic issues related to the exhibition and trade fair industry. The first edition is timed for release at the UFI Annual Congress in Cairo in October 2003.

“The exhibition industry definitely needs a global information and communications tool,” says UFI managing director, Vincent Gerard. “In keeping with the philosophy of UFI, this publication will present a valuable neutral forum for the exchange of ideas and information among all players in the industry. UFI and Mash Media will work closely together to ensure that Exhibition World reflects the challenges and interests linking the entire exhibition community.”

Mash Media managing director, Julian Agostini believes the magazine can respond to and stimulate the industry in an effective and lively way.

“As more and more organisers take established show brands to other countries, the international exhibition community is increasingly interested in what their counterparts abroad are doing, the experiences they share and what it is they can learn from each other,” he says. “We intend the international magazine to be the focus of informed and thought-provoking debate for organisers around the world.”

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UFI is the international association of the exhibition industry, representing the world's leading show organisers and exhibition centres, the major national and international associations of the exhibition industry and their international partners.

Through its 230 member organisations, including 36 international and national associations, UFI is present in 72 countries in 146 cities on five continents.

UFI members organise more than 4,000 events worldwide, 620 of which have UFI international approval.

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Mash Media is the leading publisher of the UK exhibition and conference market. It publishes a range of titles including the Exhibition Bulletin (published since 1948), Exhibition News (published since 1997), The Exhibition Handbook (published since 1994), Exhibiting (published since 2002), Conference News (published since 2003), and the Conference Handbook (first edition in December 2003).

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