

For Immediate Distribution



UFI 71st Congress A Success in Thailand's City of Angels

Exhibition professionals from 53 nations to meet at annual session

35bis, rue Jouffroy-d'Abbans
F-75017 Paris, France

T: +33 (0)1 42 67 99 12
F: +33 (0)1 42 27 19 29

E: lili@ufi.org
www.ufi.org

November 23, 2004 – Paris/Bangkok: UFI, The Global Association of the Exhibition Industry, will hold its 71st annual Congress in Bangkok from November 23-27, 2004. The 370 delegates who will participate represent the trade fairs and exhibitions industry from 53 countries.

As the international association bringing together the senior management of the world's leading trade fairs and exhibitions, the UFI Annual Congress promises to provide sessions at a strategic level of keen interest to the industry. Among the speakers and their topics are: Andrew Morris, Chief Executive the NEC Group on Wealth Creation in the Events Industry, Gary Shapiro, President Consumer Electronics Association on Exhibitions as a Marketing Medium in the Digital Age and Xianjin Chen, Chairman, Shanghai International Exhibition Co., Ltd on New Trends in China. A special Asian Roundtable will examine questions related to the development of the exhibition industry in the region.

Vincent Gerard, UFI Managing Director, pointed out, "the dynamic growth in this region is having a strong influence around the world. We're seeing our European and American members invest in joint venture programmes and site development opportunities with their Asian colleagues."

The Congress is taking place in the Bangkok International Trade & Exhibition Centre and is hosted by TEA (Trade Exhibition Association – Thai) and strongly supported by the Thailand Convention and Exhibition Bureau (TCEB).

TCEB Director-General Peerapong Oeusoonthornwattana said the Congress "will showcase Thailand to a very important niche group highlighting its capabilities as a prime destination for trade exhibitions." "When you realize that trade fairs in Thailand represent revenues of over 7,5 million baht, " said TEA President Charnchai Svangsopakul, "you realize how important this industry really is!"

UFI members are representatives of the world's leading trade fair organisers, exhibition centre operators, tradeshow associations and partners of the exhibition industry. The Annual UFI Congress moves from Region to Region. The 2005 UFI Congress will take place in Moscow from October 19-22, 2005.

-2-

UFI, The Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 275 member organisations, including the world's leading show organisers and fairground owners, 42 professional associations and 15 industry partners, UFI is present in 71 countries in 156 cities on 5 continents. UFI Members are responsible for the management and operation of over 4,000 exhibitions around the world.

For additional information please contact:

UFI

Ms Lili Eigl, Manager Communications
35bis, rue Jouffroy-d'Abbans, F-75017 Paris
tel: +33 (0)1 42 67 99 12
email : lili@ufi.org
www.ufi.org