



## UFI to Celebrate Opening of its Middle East/Africa Regional Office in Abu Dhabi

**April 24, 2006, Paris:** UFI, the Global Association of the Exhibition Industry, will hold an Opening Ceremony/Press Conference on the occasion of the opening of its UFI Middle East/Africa Regional Office in Abu Dhabi, UAE. These events will take place beginning at 11:00 on May 24, 2006 at the:

Beach Rotana Hotel & Towers  
Tourist Club Area  
Abu Dhabi, U.A.E.

UFI, the Global Association of the Exhibition Industry, serves the trade fair and exhibition industry worldwide. Via its 315 member organisations, including the world's leading show organisers and exhibition centre managers, industry partners and 39 professional associations, UFI is present in 73 countries on 5 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.

The Opening Ceremony/Press Conference for its Middle East/Africa Regional Office will be preceded by a presentation on "Innovative Techniques for Efficient Exhibition Promotion," by Lynn Mathieson, Global Marketing Director of Reed Exhibitions London. As the marketing head for one of the largest tradeshow organizers in the world, Ms Mathieson is well positioned to speak on the topic.

The UFI Opening Ceremony/Press Conference will follow immediately at 12:00. Opening Ceremony/Press Conference participants will include:

Tom Beyer, UFI President  
Hisham El Haddad, UFI Middle East/Africa Chapter Chairman  
Vincent Gérard, UFI Managing Director  
Ibrahim Al Khaldi, UFI Middle East/Africa Regional Manager

A luncheon invitation is extended to the media on the occasion of this important exhibition industry event. Media representatives are requested to register for participation with UFI's Middle East/Africa Regional Manager, Mr. Ibrahim Al Khaldi, Mobile: 00971 (0)502469304 or email: [mea@ufi.org](mailto:mea@ufi.org).

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**For additional information please contact:**

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