

## UFI Announces Exciting Line-Up of Education Programmes for 2008

*Paris, November 7, 2007:* UFI, the Global Association of the Exhibition Industry has released the schedule of UFI education programmes for 2008. UFI Managing Director, Vincent Gérard stated, “building on the success of our 2007 education programmes, UFI, the Global Association of the Exhibition Industry, continues to provide dynamic learning opportunities for professionals in the exhibition sector around the world.”

UFI provides a variety of programmes to its members and to the trade show industry at large. In addition to a full programme of 6 to 7 seminars a year, UFI provides educational programmes in cooperation with internationally respected academic bodies. The 2008 educational roster includes the UFI Exhibition Management Degree (EMD) programme which represents today’s international standard for exhibition organizers and venue managers. Graduates of this course will have earned the valuable management skills which they can apply to the professional management of exhibition and convention centres and to the development of successful trade shows and conferences. The UFI EMD programme concept was developed by the Steinbeis Centre for Exhibition, Convention and Event Management (ECE) at the University of Cooperative Education in Ravensburg, Germany. Coming from over ten countries, the first thirty graduates of this 150 hour, four module programme, earned their EMD degree earlier this year in Bangkok, Thailand. Today UFI has announced that new EMD programmes will be initiated in Macao and St. Petersburg-Budapest. At the same time the EMD programme underway in Dubai will continue in the UAE. Prof. Dr. Joerg Beier, ECE Managing Director acknowledged the importance of this programme saying, “the EMD programme draws on the knowledge and experience of professionally recognized instructors to provide participants with a combination of academic and hands-on expertise which is immediately applicable in their professional environment.”

UFI has also announced the Third International Summer University (ISU) will take place in Cologne, Germany, from 25 to 29 August, 2008. This annual educational event is organised by the Institute of Trade Fair Management, University of Cologne, in cooperation with UFI. The one-week ISU programme is targeted at trade fair industry executives and provides an interactive platform for the

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exchange of theoretical and practical trade fair-related knowledge. In 2007 participants from 9 nations attended the ISU whose programme topics included product and price management, globalisation, future trends and challenges and strategic development.

All UFI courses, conducted in English, are open to exhibition professionals, UFI Members and non-members, from around the world.

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Attached: Programme of 2008 UFI Educational programmes

For additional information, contact and registration information, please go to UFI's website at [www.ufi.org](http://www.ufi.org). UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and exhibition centres, national and international professional associations and industry partners, UFI is present in 84 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.

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