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**GRADUATES SUCCESSFULLY COMPLETE  
MIDDLE EAST'S DEBUT INTERNATIONAL  
EXHIBITION MANAGEMENT PROGRAMME DEGREE**

*Dubai, United Arab Emirates and Paris, France - 28 January 2008:* Students in the Middle East region's inaugural Exhibition Management Degree (EMD) programme graduated on January 24, marking the successful completion of this dynamic events sector career development programme.

Hosted by the Dubai World Trade Centre (DWTC), the course was jointly developed by UFI, the Global Association of the Exhibition Industry, and the University of Cooperative Education of Germany. Professor Dr. Joerg Beier headed the seminars at the Dubai International Convention and Exhibition Center (DICEC), supported by international trainers from six countries. Prof. Dr. Beier stated that the programme is, "aimed at raising awareness of global trends and providing access to academic expertise for professionals in the region's growing tradeshow and exhibition sector."

A total of 31 students from 13 countries participated in this course session – including 18 from the UAE. After successfully completing all degree requirements in an accelerated course programme, eighteen students celebrated at a graduation ceremony held at the Dubai International Convention and Exhibition Centre. The other student participants will complete their remaining course requirements over the next three years. This EMD course session attracted participants from diverse geographies, ranging from neighbouring Middle Eastern States like Oman and Qatar to countries farther afield such as Indonesia and Kazakhstan.

The Exhibition Management Degree (EMD) is acknowledged worldwide as the international professional standard for the industry. Successful graduates have earned specialised knowledge and practical skills in areas including project management, logistics, and cost control in the specific context of the global and regional exhibition industry. As demand increases for qualified professionals in this sector, the EMD provides the advanced academic education that will aid them in future managerial positions.

Helal Saeed Al Marri, Director General of Dubai World Trade Centre, said: "We extend our congratulations to all the successful graduates of this challenging academic programme who have worked hard to develop expertise within the events business and

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## **GRADUATES SUCCESSFULLY COMPLETE MIDDLE EAST'S DEBUT INTERNATIONAL EXHIBITION MANAGEMENT PROGRAMME DEGREE** (continued)

to improve their understanding of this dynamic market. The regional exhibition sector is becoming increasingly focused on professionalism and on setting world-class standards in customer service to meet the sophisticated demands of its diverse client base. As part of our commitment to developing this industry for the Middle East, the DWTC not only supports and welcomes such educational initiatives but will continue to proactively promote them. We are proud to be associated with this first EMD programme in the region.”

UFI launched the region's EMD programme in August 2007 with a week long on-site module conducted at the DICEC venue, followed by two on-line modules and a final on-site module last week. Degree completion requires the logging of a total of 150 hours of individual course time. UFI's Managing Director Vincent Gerard welcomed these graduates to the growing number of EMD graduates around the world, saying, “as the global association of the exhibition industry, UFI is proud to support the training of highly qualified professionals in this exciting international sector.”

During the coming year, new EMD academic programmes are scheduled for Macau, Bangkok, Saint Petersburg and Budapest. More information on these educational degree opportunities is available at [www.ufi.org/emd](http://www.ufi.org/emd).

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### **Photo caption: Graduates say that the EMD programme hosted by DWTC will raise industry standards.**

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*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 fairground operators, national and international professional associations and industry partners, UFI is present in 85 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 162 exhibition centres around the world.*