



Be part of a global network

# UFI, a powerful international organisation



## Who we are

UFI was founded in 1925 and is now the world's leading association of trade fair organisers, exhibition and convention centres, professional exhibition associations and industry partners.

Our members are organisations, not individuals, recognised internationally for their high level of quality standards. UFI programmes and services are available to all the staff of a member organisation.

UFI acts as a quality arena for face-to-face dialogue between exhibition professionals and plays a major role in promoting trade fairs as a highly efficient marketing tool.

We offer training, to both members and non-members, through a wide range of high-level seminars and education programmes. Furthermore we provide data and research information on the global exhibition business.

Our main office is in Paris, France, and we have regional offices in Hong Kong, China, for the Asia/Pacific region and in Kuwait for the Middle East and Africa.

## KEY FIGURES

- UFI has been representing the exhibition industry since **1925**.
- We are active in more than **80** countries covering **6** continents.
- The association represents **150** million exhibition visitors annually.
- Our members are responsible for the management and operation of over **4500** exhibitions.
- UFI gathers over **50** national and international professional associations under its global exhibition industry wing.



**Gary Shapiro**

President & CEO,  
Consumer Electronics  
Association (USA)

"For the international CES the "UFI Approved" quality label acknowledges our international outlook and provides us with recognition as a world-class leader in the exhibition industry"



At UFI our mission is clear: to represent and serve the world's exhibition industry. We are committed to promoting the unique value of trade fairs and educating exhibition industry professionals.

## Who we bring together

We unite national and international bodies across the globe including:

- **Organisers** of quality exhibitions
- **Owners or operators** of exhibition and convention centres
- **Leading associations** for exhibition professionals
- **Partners** that provide highly important services to the exhibition industry (associations and service providers)



Quality is key at UFI and we welcome organisations with a reputation for competence in the trade fair business to join our network.

Full members are entitled to use the UFI member logo on all online and offline material as proof of quality.

Authorisation to use the UFI Approved Event logo is given to events after a quality assessment by UFI.



**Xianjin Chen**

Chairman of the Organizing Committee of China Association for Exhibition Centers (CAEC)

“Thanks to UFI we have gained extensive insight into the exhibition business and now feel fully equipped to become a key player in the international field”.



**Mike Rusbridge**

Chairman Worldwide, Reed Exhibitions

“Be actively participating in UFI membership, we gain real competitive benefits. Networking with so many people through UFI brings us deeper knowledge, promotes co-operation and provides a source of fresh opportunities”.



**Abdul Rahman Al Nassar**

Executive Director Kuwait International Fair Co.

“UFI stands out distinctly for KIF among all other associations in the exhibition industry. It is the unique platform through which we come together with our industry colleagues to network, to learn and to communicate the strengths of the exhibition sector.”

# How we work

UFI opens new horizons to professionals within the exhibition industry and offers services and support to help grow business, both at home and internationally. We are here to:

## Promote

Trade fairs are recognised as one of the most effective ways of doing business.

They help you reach your target audience with face-to-face meetings in one place, at one time.

UFI communicates the importance of exhibitions all over the world through advertising and PR campaigns and establishes quality standards for the industry. UFI also promotes the attractiveness of the industry as a key employer, offering a highly attractive, dynamic working environment.

Take advantage of our vast range of marketing and communication opportunities to achieve your business goals.

## Inform

Timely, relevant and accurate information makes it easier for businesses to grow and prosper.

Our education programmes inform and educate at various levels, increasing the competitive position of exhibition professionals. UFI's publications help keep you informed on current market trends within the exhibition industry. Our meetings and working committees offer an interactive arena for debate. And our research and expertise offer an analysis of the development of tradeshows across different business sectors.

Capture our knowledge and enjoy privileged contacts with local and global trade organisations.

GET THE  
MOST OUT  
OF UFI

UFI puts a lot of energy and creative thinking into developing the right solutions to drive the exhibition business forward as we compete with other marketing media in the battle for budget share.





## Network

Ask our members why they belong to UFI and one of the first reasons they give is “networking”. We can help you make contact with the key players in the exhibition industry in a non-competitive environment. We offer an international platform for: making contacts and improving expertise; strengthening customer relations between members; exchanging knowledge and sharing best practices. Reach your future business partners with UFI’s “matchmaking” meetings or participate in our senior level roundtable discussions, especially designed for CEOs.

## Educate

At UFI, we consider it one of our key responsibilities to provide quality education programmes. This ensures that the exhibition industry continues to develop the skills and knowledge necessary to guarantee that we remain the number one marketing media. Our Exhibition Management Degree (EMD), the UFI Education Centre and free on-line course programme provide exhibition professionals around the world with a variety of educational opportunities to advance their trade show expertise.

UFI membership offers direct access to a wide range of services and information, giving your business a competitive edge within the international arena.

- Take advantage of our seminars, expertise and global research to become a truly strategic player in the exhibition industry.
- Earn the “UFI Approved Event” quality label as certification of the highest level of professional exhibition standards.
- Join our online Education Centre to watch speaker presentations from UFI events and learn from our industry webinars.
- Find out “who’s who” with our annual membership directory.

- Profit from the weekly electronic m+a/UFI “Exhibition Bulletin”.
- Enjoy a free subscription to our quarterly “Exhibition World” magazine.
- Get the latest association news with the monthly “UFI Info” e-bulletin.
- Use your privileged access to the “members area” on our website and register for meetings or download technical and safety guidelines, surveys, studies and presentations from congresses, seminars and focus meetings.
- Attend a wide range of education programmes.
- Benefit from extensive sponsorship opportunities.



# How you can experience UFI

UFI is all about networking. Our programmes enable you to meet professionals from all sectors of the international exhibition business. You can learn from a wide range of experts at our meetings, conferences, award ceremonies and educational events. And you can be sure you will find the contacts you need to help you build your business within the international arena.

## Congresses

Our annual congresses unite leading exhibition professionals, from across the globe, for prestigious networking opportunities. Meetings are organised for our decision making bodies and internal committees during these events. And you can attend high level conferences and presentations on current trends and strategic issues faced by the exhibition industry.



## UFI CEO Forum

This annual by-invitation-only event brings together in a relaxed and informal setting CEO's of international exhibition organizers to discuss issues and strategy that affect the industry.



## Seminars

We organise numerous educational seminars all over the world. These highly informative events are led by industry specialists and provide you with insight from the experts. Areas examined include: the management of exhibition halls; visitor and exhibitor promotion; marketing; IT; career development and other exhibition industry related subjects.



## Competitions

UFI's annual Education, ICT, Marketing, Operations and Sustainable Development Awards recognize innovative initiatives undertaken by the global exhibition community in these fields. The unique "Art of the Fair" competition acts as a forum for one of the oldest themes in poster design.

## Focus meetings

These one-day events include presentations, round-table discussions and debates on targeted topics. They are organised by our UFI working committees specialised in Education, ICT, Marketing, Operations and Sustainable Development.

## Regional chapters

UFI's regional chapters are designed to deal with specific issues and topics related to Asia/Pacific, Europe, Latin America and the Middle East/Africa. We assist and educate new members and help raise the level of professionalism through dedicated education programmes. We promote UFI on a regional basis and enable all local members or potential members to get together on a regular basis.



# Your UFI contacts

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