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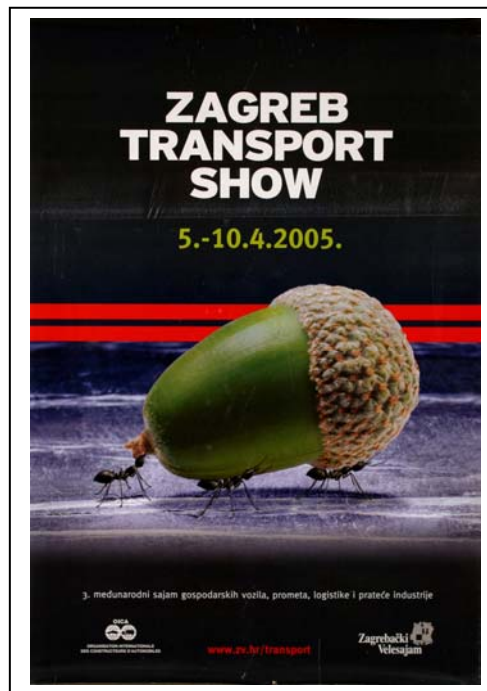
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[www.ufi.org](http://www.ufi.org)

## Zagreb Fair Declared Winner of 2007 International Poster Competition

Paris/Plovdiv – June 6, 2007: The 2007 Grand Prize of the 11<sup>th</sup> International Fair Poster Competition has been awarded to Zagreb Fair for the poster '**ZAGREB TRANSPORT SHOW 2005**'. This poster, designed by Sanja Ris, Zagreb Fair, has been ranked first by the competition's international jury during its session on 4 June 2007 in Plovdiv, Bulgaria. This unique art-of-the-fair competition is organized annually by International Fair Plovdiv in partnership with UFI, the Global Association of the Exhibition Industry.



The objective of this international competition is to encourage creative and effective graphic design in the promotion of this unique marketing media. "For this 11<sup>th</sup> International Poster Competition, we received entries from five continents, which shows the high level of interest in this graphic tool to communicate the marketing value of the exhibition industry," commented Ms. Lili Eigl, Chairman of the jury and UFI Communications Manager.

## Zagreb Fair Declared Winner of 2007 International Poster Competition (continued)

The jury also identified five runners-up from among the 104 entries from 23 countries for the superior quality of their poster entries:

- **BATIBOUW 2007** (International Trade Fair for Building, Renovation and Decoration) - FISA, Brussels, Belgium. Designer: Gaillard Joël
- **DAFOOD 2007** (Daegu International Food Industry Exhibition) - EXCO (Daegu Exhibition and Convention Center). Designer: EXCO
- **EQUIP AUTO 2007** – COMEXPO, Paris, France. Designer: MADISON
- **HOUT 2006** (IF WOOD IS YOUR LOVE) - VNU Exhibitions, Utrecht, Netherlands. . Designer: Punta Linea
- **IFMA COLOGNE 2007** (International Bicycle Trade Show) - Koelnmesse GmbH, Germany. Designer: Oliver Hesse, ScheuFele KommuniKationsagentur

International jury members regularly include exhibition and media professionals, editors and graphic designers who base their selection on the following criteria: ability of the poster to creatively promote an exhibition event, design concept and interpretation of the exhibition theme, and the effective presentation of the exhibition's technical parameters.

The internationally recognized sculpted competition Grand Award will be presented to Zagreb Fair at the 74th UFI Annual Congress in Versailles/Paris from October 24-27, 2007.

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Print quality photos of the Grand Award winner and the runners-up may be downloaded at [www.ufi.org](http://www.ufi.org) in the UFI activities/Poster Competition section. The full range of poster entries since 1997 may be seen at [www.fair.bg](http://www.fair.bg).

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 76 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.

Additional information on UFI and its programmes is available at [www.ufi.org](http://www.ufi.org).  
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