

UFI Educational Programme Blossoms with New UCF

Launch of UFI Global CEO Forum to occur in 2009

Paris, March 11, 2008: UFI, the Global Association of the Exhibition Industry has announced that beginning in January 2009 it will launch the "UFI Global CEO Forum for Exhibition Organizers" (UCF). Cliff Wallace, UFI President, announced the new event structure which will keep Seven Smulders, who previously led the exhibition industry's "International CEO Forum" (ICF), at the head of the UCF programme management, and the Netherlands Council for Trade Promotion (NCH) as a coordinating body for the UCF. Wallace pointed out that "this by-invitation-only event provides a key opportunity for CEO's of exhibition organising companies from around the globe to identify and discuss the challenges facing the exhibition media and to seek ways to develop new forms of cooperation." This addition to the UFI portfolio enhances the educational development opportunities for UFI's members and the industry, one of Wallace's key goals as UFI President.

Seven Smulders, who has successfully developed the ICF annual programme since 2002, agrees that the incorporation of the UCF into the UFI portfolio will allow it to progress the previous ICF concept to a new level. "This three year agreement," said Smulders, "seems a natural match for both organisations. As in the past, the UCF will be open to the CEO's of exhibition organising companies, whether they are UFI members or not. By limiting attendance to 100 senior level participants, we are able to provide a unique forum for our industry decision makers." On a very restricted basis, CEOs from exhibition venues and service providers may participate in the UCF if they agree to support the event as industry sponsors.

Vincent Gerard, UFI Managing Director, stated, "UFI has wanted to offer the exhibition industry a quality CEO programme for some time. We look forward to working with Seven Smulders and the NCH team to further develop this unique programme opportunity."

At its recent meeting in St Petersburg (Russia), UFI's Board of Directors approved the first UCF which will be hosted by IFEMA at Feria de Madrid in Madrid (Spain), from 21 – 23 January 2009.

Additional programme information and registration will be made available online at www.ufi.org/UCF2009 .

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UFI Educational Programme Blossoms with New UCF (continued)

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.

For additional information, please contact:

Lili Eigl

UFI Communications Manager

Tel: +33(0)1 42 67 99 06

email : lili@ufi.org