

For Immediate Release

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UFI Founding Member to host 2009 UFI Congress in Zagreb

Exhibition Industry to join in 100th anniversary of Zagreb Fair

Paris, September 19, 2008: The leaders of the world's exhibition industry will join in the celebrations of the 100th anniversary of one of their founding members by gathering at Zagreb Fair (Zagrebački Velesajam) in Croatia next year. From 28 to 30 October, 2009, Croatia will become the trade fair industry's hub for strategic thinking as the CEOs of exhibition centres, trade fair and partners of the industry gather for their 76th UFI Congress.

Zagreb Fair has been an active member of UFI, the Global Association of the Exhibition Industry, since the association's creation in 1925. As Croatia moves ahead with plans to join the European Union, Zagreb Fair plays a continuing, pivotal role in developing strong cooperation among regional and international business partners. As the leading trade fair in Croatia, Zagreb Fair drives the creation of new commercial partnerships forward and provides buyers and sellers with a face-to-face forum for developing growth opportunities.

Zagreb Fair will host the UFI Annual General Assembly, a series of UFI Committee meetings, presentations and matchmaking sessions which will together comprise the 76th UFI Congress. Zagreb Fair has always been an active UFI member. UFI's Managing Director Vincent Gérard, stated, "We are pleased to join Zagreb Fair in celebrating this centennial event. For three days, UFI will join Zagreb to create a focal point for promoting, providing information and developing networking opportunities for the global exhibition industry."

The 75th UFI Congress, hosted by HKF Trade Fairs, will be held in Istanbul from 12-15 November 2008. Its theme, "Winning Business Models", will focus on the major challenges and opportunities facing today's trade fair business.

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 84 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 181 exhibition centres around the world.

For more information please contact:

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