



35bis, rue Jouffroy-d'Abbans
F-75017 Paris, France

T : +33 (0)1 42 67 99 12
F : +33 (0)1 42 27 19 29

www.ufi.org

For Immediate Release

UFI and KIF Announce Gold Partnership

Paris/Kuwait October 20, 2010: Paul Woodward, Managing Director of UFI, the Global Association of the Exhibition Industry and Abdul Rahman Al Nassar, Vice Chairman and Executive Director of Kuwait International Fair Company (KIF), today signed a major agreement which will make KIF the *Gold Partner* of the association for the two year period January 2011 - December 2012.

Over the past five years, UFI has extensively developed its programmes and services supporting programmes in the fields of education, promotion and research related to the exhibition industry in the region. Abdul Rahman Al Nassar described the KIF initiative saying, "As a UFI member for almost three decades, we at KIF appreciate the value and exposure UFI provides to its members, and therefore commit ourselves to sparing no effort in supporting the UFI MEA office". The UFI MEA office will move from Abu Dhabi to Kuwait, at the start of 2011. UFI Regional Manager Ibrahim AlKhaldi will continue to head UFI's activities in the region.

Paul Woodward stated, "This UFI/KIF Gold Partnership is representative of the outstanding level of cooperation and support provided by our members in the region. Together we are making significant progress in the professional development of the exhibition industry in the Middle East/Africa Region." UFI is the association of the world's leading exhibition organisers and venue managers as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI currently has regional offices servicing the Middle East/Africa and Asia/Pacific regions. Today UFI has 48 members in the Middle East/Africa Region and has recognised the "UFI Approved" quality of 51 exhibitions in the region.

-2-

Photo attached: UFI/KIF partnership agreement signing. From Left to Right:
Mr. Ibrahim Al Khaldi / UFI – Middle East/Africa Regional Manager
Mr. Dhari Al Aiban / KIF Public Relations Assistant Manager
Mr. Paul Woodward / UFI - Managing Director
Mr. Abdul Rahman Al Nassar / KIF Vice Chairman & Executive Director
Mr. Abdullah Al Hamdan / KIF Finance, Administration and HR Managing Director
Mrs. Basma Al Dehaim / KIF Marketing & Public Relations Manager

UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide. It provides a global networking platform through its events, website and other media where exhibition industry professionals can exchange ideas and experiences.

UFI also promotes exhibitions globally as a unique marketing and communications tool. We provide our members with valuable studies and research regarding all aspects of the exhibition industry and offer educational training opportunities and a variety of professional seminars. UFI deals with issues of common interest to its members through lobbying, our engagement in appropriate international organisations, media campaigns and direct intervention with governments where needed.

UFI represents over 550 member organisations in 84 countries around the world. All organiser members of UFI must have at least one UFI Approved Events. This growing list of over 850 of the world's leading exhibitions represent the highest quality international fairs and provide a quality guarantee for visitors and exhibitors alike.

UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information on UFI, its programmes and services, please go to www.ufi.org or contact:

Lili Eigl
UFI Communications Manager
lili@ufi.org