



UFI and tfconnect merge CEO events

Paris/London – October 22, 2013: UFI, the Global Association of the Exhibition Industry, and tfconnect have announced that the UFI CEO Forum (UCF) and tfconnect's Global Event Summit (GES) are to merge. 2014 will be a transition year for the redefined event with a fully combined CEO programme scheduled early in 2015.

UFI and tfconnect are already working together on the UFI CEO Forum scheduled in Paris in February, 2014. The transition will mean that the Global Event Summit will no longer run in its early September slot and that beginning in 2015, the new CEO event will be held in the UCF's traditional February slot. Further details will be revealed during the UFI Congress in South Korea next month.

Paul Woodward, UFI's Managing Director, said "We have listened to the market – senior players have been telling us that there are too many industry events and that one CEO event would be the way forward – we agree!"

tfconnect's MD Trevor Foley added "The focus for this merger has very much been on making sure that 1 + 1 is greater than 2! We fully intend that the new event combines the best attributes of the two individual events."

Though time is short, elements of the Summit will already be combined during the UCF in Paris from 10-12 February next year. UFI and tfconnect are fully engaged in making the UCF 2014 a great event which will then just get better and better!

For additional information on this merger, please contact:

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