



For Immediate Release

## Milton Exhibits Group wins 2014 UFI Education Award

*Paris – April 2, 2014:* In recognition of the need for continuing education in the trade fair sector, UFI, the Global Association of the Exhibition Industry, held its second Education Award competition calling for entries related to education programmes on the topic “best in-house education initiative of the year”. Exhibition-related entries were invited from both UFI members and non-members and were evaluated on the basis of quantitative and qualitative results.

UFI’s Education Committee selected three finalists meeting UFI competition criteria: Feria de Madrid, IFEMA (Madrid), Milton Exhibits Group (Hong Kong), and Reed China (Shanghai). During their recent meeting in Milan, the jury selected the 2014 winner after in-depth presentations by each finalist.

UFI is delighted to honour “The Milton Graduates Trainee Programme” (MGTP) as the winner of the 2014 UFI Education Award. The selection of the MGTP programme recognizes that operational efficiency and creativity can indeed go hand-in-hand. Enrica Baccini, Chair of the UFI Education Committee, applauded the high level of the entries received, adding, “The continuing education and training of exhibition professionals remains a critical issue for organizers, venue managers and service providers around the world”. The quality of the projects submitted for the second UFI Education Award competition was outstanding, highlighting a variety of very different initiative options.

Milton’s training programme combines a results-oriented educational programme with hands-on training activities. Eddie Choi, Executive Director of Milton, summarizes this initiative, saying, “At Milton, talent and innovation are the most employee important assets. They not only interconnect, they also closely tie-in with our corporate development. We believe that great talent produces a productive and creativity working environment. The objective of our training MGTP programme is to develop what we call the “T-Shape” people. That is, we provide general business skills to our trainees horizontally while at the same time offering specialty training in such areas as architectural engineering, event planning, and media marketing to them vertically. At Milton we consider innovation to be the essence of our business proposition. Our passion defines our drive to bring innovation to the exhibition community. To make this passion become a reality, the MGTP programme serves as our cornerstone for success.”

Choi welcomed the UFI Education Award saying, “We are honoured that our programme was voted UFI’s 2014 winner. This is a tremendous endorsement of our vision and hard work.”

Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognizes notable achievements in the field of exhibitions. Milton will receive their UFI Education Award trophy before an audience of industry leaders at the 81st UFI Congress in Bogota in October 2014.

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## Milton Exhibits Group wins 2014 UFI Education Award (continued)

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the business interests of its members in the exhibition industry worldwide. Via its member organisations, including the world's leading show organisers and fairground owners, professional associations and industry partners, UFI is present in 84 countries on 5 continents. UFI Members are responsible for the management and operation of over 4,500 exhibitions around the world.

For additional information please go to [www.ufi.org](http://www.ufi.org) or contact:  
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