

For Immediate Release

UFI honours award-winning mobile marketing solution from TAITRA

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Paris – September 9, 2014: In recognition of the increasingly important marketing role played by digital devices, UFI, The Global Association of the Exhibition Industry, organized this year's Marketing Award competition to identify outstanding efforts and best practices in this field. The 2014 UFI Marketing Trophy has now been awarded to TAITRA, the Taiwan External Trade Development Council, for its winning entry focusing on the application of a total mobile marketing solution for their COMPUTEX event.

"TAITRA's mobile technology accompanies the COMPUTEX visitor and exhibitor throughout his trade show journey. While many of us are still experimenting with these exciting new opportunities, TAITRA has already integrated a mobile solution which provides a wide array of information across the full range of mobile devices," said Dr. Christian Glasmacher, UFI Marketing Committee Chair. "The close connection between the virtual and real worlds created for the exhibition visitor through the use of this unique mobile application convinced us that TAITRA was the winner of the 2014 UFI Marketing Award. I congratulate TAITRA on this well-deserved achievement". UFI was particularly pleased at the global participation in this year's competition and applauds the entries of Marketing Award finalists: Reed Exhibitions Greater China, Zimbabwe International Trade Fair and Cape Town International Convention Centre.

The COMPUTEX app provides visitors with a total solution package ranging from pre-registration and eDM options, transportation and exhibitor geo-localisation information, NFC-based visitor data collection, and the creation of one-on-one business matchmaking opportunities. "We are extremely honoured to receive the 2014 UFI Marketing Award - the "Oscar" of the exhibition industry," said Walter Yeh, TAITRA's Executive Vice President. "Our winning mobile marketing solution, Computex APP, provides not only convenient but also up-to-date services to exhibitors and visitors making the trade show experience even more profitable for all".

The 2014 UFI Marketing Award will be presented to TAITRA before an audience of the world's leaders in the exhibition industry at the 81st UFI Congress to be held in Bogota, Colombia, from October 29 - November 1, 2014. This annual UFI Marketing competition, open to UFI members and non-members, attracted entries in all sectors of the exhibition industry from around the world. 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.

Photo attached: left to right: Ms Emilia Shih, Director, Taiwan Trade Center Milano; Ms Lisa Hsieh, Project Manager, Exhibition Department, TAITRA; Mr. Walter Yeh, Executive Vice President, TAITRA; Dr. Christian Glasmacher, Chair of the UFI Marketing Committee and Senior Vice President, Koelnmesse; Mr. Thomas Huang, Manager, Exhibition Department, TAITRA; and Ms Judy Tseng, Project Manager, Exhibition Department, TAITRA.

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UFI honours award-winning mobile marketing solution from TAITRA (continued)

UFI is the global association of the world's leading tradeshow organizers and exhibition centre operators, 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 represents over 650 member organizations in 82 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, 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, please go to www.ufi.org
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