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UFI Renews Commitment to the Asia/Pacific Region

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10 December, 2005, Paris: The Board of Directors of UFI, the Global Association of the Exhibition Industry has decided to extend the appointment of Business Strategies Group to run its Asia/Pacific office for an additional two years. BSG's Paul Woodward was appointed as Regional Manager of UFI's first ever office outside Europe in January 2004 and will continue in that role until at least the end of 2006. The office will continue to be based in Hong Kong.

UFI has experienced a strong surge in membership from Asia in recent years and this led to the decision to open an office. Since opening the Asia/Pacific office in January, 22 new members from the region have joined, an increase of almost exactly 50%.

Speaking after the Board's decision made at UFI's 71st Congress in Bangkok, Managing Director Vincent Gérard said, "Asia is the fastest-growing part of the world for the exhibitions industry. It is very important that UFI, as the industry's leading international association, is well represented here. We have been very pleased to work with Paul Woodward and his team in the past year. It allows us to be much closer to our members in the Asia/Pacific region and to make sure that UFI is really representing their needs as well as we can".

Paul Woodward commented, "We have found that UFI already enjoys a tremendous reputation in Asia. There are many companies interested in joining and working more closely with UFI and we have been pleased to be able to help to boost membership in the region. We are very pleased to have been reappointed for another two years to run the office and are looking forward to working with the new UFI Asia/Pacific Chapter Chairman, Mme. Chen Ruo-wei, to develop new activities to serve our members."

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 289 member organisations, including the world's leading show organisers and fairground owners, 43 professional associations and 13 industry partners, UFI is present in 71 countries in 159 cities on 5 continents. Members are responsible for the management and operation of over 4,000 exhibitions around the world.

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