



Joint media announcement
For immediate release

EMECA and UFI announce the creation of the European Exhibition Industry Alliance (EEIA)

Paris/Brussels – June 19, 2012: EMECA, the European Major Exhibition Centres Association, and UFI, the Global Association of the Exhibition Industry, have announced the signing of a formal agreement to create the European Exhibition Industry Alliance (EEIA). This new alliance brings together Europe's leading exhibition associations in a coordinated effort to promote awareness of the vital contribution that the exhibition industry plays to economic development and job creation. At the top of the EEIA's action list is the promotion of the exhibition sectors' common interests towards the framework setting authorities in the EU.

Arie Brienen, UFI President, described the objectives of this new structure, saying "the exhibition industry is making a vital contribution to Europe's growth agenda and we need to make sure this is much more clearly understood across the EU. It makes sense that the key industry groups should work together to present a single face and single voice to ensure that we're heard in Europe. UFI has members in 24 of the 27 EU member countries while EMECA represents the largest and most powerful exhibition centres across the region."

The EEIA mandate calls for it to actively present a strong and clear voice on all exhibition industry related issues to the European Commission, the European Parliament and other important European stakeholders. Dr. Piero Venturelli, EMECA President, applauded this joint industry initiative saying, "EMECA is very happy to join forces with UFI. The European trade fair sector is a key player in the international exhibition market. Our 19 EMECA members are proud to be part of this exciting new venture. With our office in Brussels, we are already in the heart of Europe. Together with UFI, we will be even stronger."

EMECA and UFI will cooperate closely to develop the work scope of the new Brussels based industry alliance. The EEIA will monitor EU issues and inform members about relevant developments. The fostering of a European operational environment favorable to the exhibition industry sector is the alliance's ultimate objective.

It is anticipated that the EEIA, with a start-up date of July 1, 2012, will be fully operational before the final quarter of 2012.



Photo attached: Caption: Left to right: Meeting in Hamburg, Arie Brienen, UFI President and Dr. Piero Venturelli, EMECA President, sign a Memorandum of Understanding creating the European Exhibition Industry Alliance on June 18, 2012.

About EMECA:

EMECA, the European Major Exhibition Centres Association, was formed to focus attention on infrastructure and service quality and to the economic impact that the European exhibition industry creates especially for the small and medium sized companies in Europe and worldwide. The 19 EMECA venues organize over 1,200 exhibitions a year with around 321,000 exhibitors and 37.7 million visitors on a gross rented display area of about 32 million square metres. According to their own estimates, exhibiting companies generate a turnover of some 800 billion euros through exhibitions. For additional information, please go to www.emeca.com

About UFI:

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's 593 member organisations in 86 countries 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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