

Radar Communications Group becomes an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

Paris/São Paulo: 4 May 2015:

Radar Communications Group and its corresponding media outlets, Portal Radar (internet), Radar Television (TV) and Radar Magazine, has signed an agreement to become an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

Octavio Neto, Group CEO of Radar Communications Group, and Paul Woodward, Managing Director of UFI signed the agreement that will help disseminate the work carried out by the international body. The first Brazilian media organisation to become an UFI member, the Radar Communications Group will have its news disseminated by social media and other UFI communication channels, as well as appearing as a Media Partner at all of UFI's events.

The upcoming events include; the 82nd UFI Congress (Milan, November 4-7, 2015); the Open Seminar in Europe (Istanbul, June 15-17), Global CEO Summit (February 2016) and the Open Seminar in Asia (Thailand, February 2016). There will be a mutual exchange of media and content in the communication platforms of the two organisations. UFI will have a space on Portal Radar where it will publish international news as well as space for articles in Radar Magazine, the bimonthly Portuguese/English bilingual magazine focused on the M.I.C.E. sector.

UFI 's members comprise the leading organizers of trade fairs in the world, as well as the main national and international exhibitions associations and partners of the exhibition industry. UFI's decision to work with the Radar Communications Group, founded by Octavio Neto over 20 years ago, reaffirms its leading position in the Brazilian market.

"This partnership aims to internationalize the scope and capability of the Radar Communications Group", explained Octavio Neto. "We look forward to the opportunity to work more closely and in conjunction with the Radar Group. We also hope that this agreement is only the first step of a more profound and long-lasting relationship," commented Paul Woodward.

About UFI - The Global Association of the Exhibition Industry

UFI is the association of the world's leading tradeshow organisers 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 organisations in 83 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 more information about UFI:

Angela Herberholz, UFI Marketing and Communications Manager
Email: angela@ufi.org, www.ufi.org

For more information about Radar Communications Group:

Roberta Novas Yoshida, Publisher Radar Magazine
Email: roberta@gruporadar.com.br