

## UFI selects future President from Fiera Milano for 2017/2018 term

Paris/Basel – 20<sup>th</sup> June 2016: The UFI Board of Directors have elected Corrado Peraboni, CEO of Fiera Milano, as the President of UFI for 2018. The decision was made at a board meeting during UFI's Open Seminar in Basel (Switzerland).

Hence, the UFI Presidential Trio for the 2016-17 term will comprise:

Andreas Gruchow, (Deutsche Messe AG), President 2016-2017,  
Corrado Peraboni (Fiera Milano, Italy), Incoming President,  
Sergey Alexeev (ExpoForum-International Ltd., Russian Federation), Outgoing President.

This decision becomes effective at the conclusion of the 83<sup>rd</sup> UFI Annual Congress, which runs from 9 – 12 November 2016 in Shanghai.

Corrado Peraboni has played a very active role within UFI for many years. He assumed the position of Vice-Chair of the European Chapter more than fifteen years ago before becoming Chair from 2004 – 2008. He has been a member of the UFI Executive Committee since 2004, and is currently the Secretary of this Committee. His extensive knowledge of the industry and total dedication to UFI over the years has proved instrumental in enabling the association to become the global voice of the exhibition industry that it is today.

As UFI Incoming President, Corrado Peraboni will work closely with the UFI President and Outgoing President to make up the Presidential Trio, managing UFI at the highest level and continuing to drive the association forward.

Sergey Alexeev, current UFI President, welcomed the election of Peraboni, saying: "I've known Corrado for many years. He is a real professional in our exhibition industry. He's done fantastic work moving Fiera Milano from its old location at Milano Centre to the Rho Pero area. And now he is leading the leading Italian exhibition company, and also a world class venue, as CEO. During the more than 20 years that I've been involved in business with Fiera Milano, I've made many friends there, and Corrado is one of them. For many years Corrado has been an active member of various UFI bodies. With his colleagues from FIERA Milano Foundation he has carried out very interesting and significant research, which has been used in UFI strategy development. I fully support Corrado Peraboni's appointment as incoming UFI Vice-President and am very pleased to welcome such a talented and creative person."

"I am honoured by this appointment," said Corrado Peraboni. "UFI is a true global brand of quality in the trade fair sector and I will do everything I can to strengthen it even further. The exhibition sector is seeing continual, rapid change. The current transition stage deserves great attention because our future depends on it, and I think this future holds at least one constant: physical fairs will continue to be an irreplaceable channel for promotion and internationalisation, especially for SMEs, because they guarantee maximum advantages in terms of cost-benefit. Together with my colleagues and the UFI team, we will do our best to launch this message to the business community and public institutions".

Attached: Corrado Peraboni 's biography and portrait photo

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*UFI is the leading global association of the world's 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 directly represents around 50,000 exhibition industry employees globally, and also works closely with its 56 national and regional association members. 698 member organisations in 85 countries around the world are presently signed up as members.*

*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.*

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