

UFI and VMA to launch new venue education programme - First edition to be held in China in 2017

Paris/Brisbane, 9th November 2016: [UFI](#), The Global Association of the Exhibition Industry, and the Venue Management Association Asia and Pacific ([VMA](#)) announced today that these two industry-leading associations will jointly launch a new venue education initiative.

UFI will adapt and modify VMA's industry leading venue management school in order to offer exhibition venue managers the opportunity to improve their operational and managerial skill sets. The programme will cover a wide range of capabilities including leadership skills, strategic planning, marketing, people management as well as problem solving and decision-making skills.

In addition to adapting VMA's current programme content for an exhibition industry audience, UFI will also take the lead in recruiting top-quality, local instructors, translating the course modules into local Asian languages, as well as promoting and operating the new programme.

The inaugural programme will be held in China in the second half of 2017. Mr. Cliff Wallace, who is a Past-President of UFI, as well as a past VMA Council member and long-time VMA Venue Management School instructor, has agreed to act a senior advisor overseeing the development of this new Asian programme.

Kai Hattendorf, Managing Director of UFI, commented, "The exhibition market in Asia continues to grow and over the past decade, Asia's venue infrastructure has also rapidly expanded. So it is no surprise that there is strong demand among UFI's members across Asia and beyond for a comprehensive venue education programme aimed at training senior management. UFI is proud to partner with VMA to bring its widely respected venue management school to new markets in Asia and beyond."

Steve Romer, CEO of VMA, stated, "The VMA is thrilled to partner with UFI in the delivery of professional development programs for the exhibition sector in the Asia Pacific region, and in particular mainland China. The VMA has coordinated the delivery of the Venue Management School (VMS) in Australia for more than 20 years, with some 500 plus students graduating from the programme, many of those from Asian venues. The VMA welcomes this important partnership with UFI, the Global Association of the Exhibition Industry, to improve and enhance the profession of venue management in the Asia Pacific Region."

For more information, please contact UFI at: asia@ufi.org or VMA at: steve@vma.org.au

Attached: UFI logo, VMA logo and picture of VMA graduates.

VMA is a venue industry association in Australia, New Zealand and the Asia Pacific. VMA has over 700 members ranging from exhibition and conference centres, sports stadiums, entertainment arenas, performing arts centres, race tracks and showgrounds. The VMA is dedicated to the venue management industry in the region through professional development, education and networking.

About UFI - The Global Association of the Exhibition Industry 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 55 national and regional association members. 700+ member organisations in 83 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.

For more information please contact:

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