

UFI European Conference 2019 to be held at the NEC in Birmingham (UK) from 15-17 May 2019

Paris/Verona 3 May 2018 – The UFI European Conference 2019 will be hosted by the NEC in Birmingham (UK), from Wednesday 15 May to Friday 17 May. Kathryn James, CEO of the NEC, and UFI President Corrado Peraboni, agreed on the collaboration in a joint meeting at this year's European Conference in Verona.

As the Global Association of the Exhibition Industry, UFI organises annual industry conferences in Europe and around the world, as well as the UFI Global Congress. The UFI European Conference takes place in May each year and brings together more than 200 industry professionals from all over Europe and beyond. It has previously been hosted in Verona (2018), Cologne (2017), Basel (2016), and Istanbul (2015), and is open to UFI members and non-members. Based on data from Explori, a global UFI research partner, participants regularly rate this unique conference as one of the very best opportunities for networking and best practice learning in the industry.

“The UK is home to many organisers with international portfolios, and also offers great venues. As a long-standing UFI member, the NEC is going to be a wonderful host for the occasion,” says President Peraboni. “Our delegates can already look forward to a unique event, packed with networking, timely content, and some special British experiences.”

Kathryn James, Managing Director, Conventions and Exhibitions, NEC Group comments: “The UK's position in the global events industry and its evolving role in the European political and economic landscape have made the mutual desire to bring Europe's largest meeting of international event industry professionals to our shores even stronger. It's brilliant to now confirm that the NEC Birmingham will be hosting the UFI European Conference 2019. There's no doubt that the high-tech venue facilities at our new VOX conference centre, our personalised service and unrivalled international connectivity helped us lock down the deal. This is a great opportunity and reinforces our role, at the heart of the UK events industry, as one of Europe's busiest exhibition centres.”

The National Exhibition Centre (NEC), is where brands are born, products are launched and networks are made. The campus welcomes 6 million visitors, over 34,000 exhibiting companies and 500 events every year. Over the last 40 years, the NEC has firmly established itself as the UK's No.1 venue to visitors, event organisers and exhibitors.

Centrally located and ideal for any size event or association, the NEC boasts unrivalled connectivity by road, rail and air and a variety of flexible spaces, including 34 conference suites - ready-made event layouts and complete blank canvas halls hosting any type of event for 10 – 10,000+ delegates.

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 58 national and regional association members. More than 750 member organisations in 87 countries around the world are presently signed up as members. Over 950 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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