

## UFI Open Seminar in Africa and Expo Summit Africa to be jointly organized in 2012

*July 5, 2011 – Paris:* For the first time, the UFI MEA Open Seminar will be organized in South Africa jointly with Manch Communications' Expo Summit Africa from 15-17 March 2012.

Hosted by UFI member Cape Town International Convention Center (CTICC), this UFI Open Seminar/ Expo Summit Africa event unifies the efforts of the two organizers to provide UFI members and industry professionals with an outstanding occasion to reach the heart of the African exhibition Industry.

“Supporting the exhibition industry in Africa is one of UFI’s top priorities and we are glad to bring the UFI Open Seminar to Africa for the first time since the UFI MEA Regional office was established five years ago”, explained Ibrahim Alkhaldi, UFI MEA Regional Manager .

With the increasing global interest in the African exhibition Industry on one hand, and the needs of the African industry to develop ties with the international exhibition community and open new channels for business opportunities on the other, this event is certain to meet the needs of all by delivering timely information and a well structured networking platform.

“I am very happy to be associated with UFI for our next edition of Expo Summit Africa”, said Kiran Mittal, Director, Manch Communications Pvt. Ltd., India. “Our effort to put the African industry on the global exhibition map will get a definite boost through this joint programme with UFI. We will work hard to gather the industry players from all over the African continent to this important event”.

The full Seminar programme and online registration will be open on the UFI website at [www.ufi.org](http://www.ufi.org) later this year.

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*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 represents over 550 member organizations in 84 countries around the world. Almost 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 additional information, please go to  
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