

## Jakarta welcomes the 8th UFI Open Seminar in Asia

Exhibition industry gathers in Indonesia,  
one of the fastest-growing exhibition markets in Asia

*Paris/Jakarta, Indonesia – 27 February 2013:* The 8th UFI Open Seminar in Asia opens in Jakarta on 28 February. Nearly 230 delegates from over 20 countries and territories will gather in Indonesia for the region's most important exhibition industry annual event. The seminar is being held at the Jakarta Convention Center (JCC) and is hosted by the Indonesia Exhibition Companies Association (IECA).

Paul Woodward, UFI's Managing Director, stated, "The growth of the exhibition industry in Asia over the past decade has been remarkable and UFI is proud to continue to play a role in supporting the industry's growth in the region. There are now 202 UFI members in Asia - which represents one third of our global membership. We look forward to continuing to support the industry's growth in emerging markets such as Indonesia – as well as across the entire region."

Mark Cochrane, UFI Asia/Pacific Regional Manager, commented, "We are pleased to bring the UFI Open Seminar to Jakarta this year. Exhibitions in South-East Asia – and Indonesia in particular – have been performing strongly in the past several years. As a result, event organisers from around the globe are interested in getting a first-hand look at what is happening here and this seminar provides our members with the perfect platform to assess the opportunities."

The two-day seminar features an impressive line-up of speakers including industry veterans such as Shenyang New World Expo's Chairman, Cliff Wallace, Allworld's Stephen Tan and Kingsmen Creatives' Executive Chairman, Benedict Soh. Each of these speakers will draw on their decades of experience to analyse the state of the exhibition industry from different perspectives – organisers, contractors and venues. The seminar programme will also take a close look at the ever-changing role of technology and its impact on the exhibition industry.

The two-day programme also includes an Asia Pacific Chapter Meeting as well as a regional meeting of the UFI Associations' Committee. The UFI Open Seminar in Asia is once again strongly supported by the participation of key national exhibition industry associations and government bodies including: the Indonesia Exhibition Companies Association (IECA), the Thai Exhibition Association (TEA), Hong Kong Exhibition & Convention Industry Association (HKECIA), Association of the Korean Exhibition Industry (AKEI), the Malaysian Association of Convention and Exhibition Organisers & Suppliers (MACEOS) and the Taiwan Exhibition & Convention Association.

Full details of the 2013 UFI Open Seminar can be found on the event website:

[www.ufi.org/jakarta2013](http://www.ufi.org/jakarta2013) and can be followed on Twitter at [#ufijakarta](https://twitter.com/ufijakarta).

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*The Indonesia Exhibition Companies Association (IECA) was established in 1990. IECA is the only official organization of the exhibition industry in Indonesia managing any domestic exhibition and convention organizers, and others related services companies throughout Indonesia.*

*IECA is a non-profit organization with 13 nationally-spread representative offices throughout the country registered under the Indonesian Law. The membership of IECA is open to all companies in the exhibition, convention and supporting industries. In addition to promoting internal, local and national interests, IECA drives its members to enhance business performance through business network expansion and partnerships with local and foreign companies.*

For additional information on  
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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 610 member organizations in 85 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 additional information, please go to [www.ufi.org](http://www.ufi.org)  
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