

Exhibition pros gather in Doha to “Measure for Success!”

Paris/Doha - 18 March 2014: Over 80 delegates from more than 20 countries are gathering today in Doha for the 2014 UFI Open Seminar in the Middle East which is being held 18-20 March. This annual seminar is the major UFI event in the region, bringing together exhibition professionals (members and non-members) from the world over.

Hosted by the Qatar Tourism Authority (QTA) and Qatar National Convention Centre (QNCC), participants in the 2014 UFI Open Seminar in the Middle East will share information on the theme: “Measure for Success!” Global exhibition industry experts will be speaking about a variety of strategies and applicable tools and systems which can be used to create a quality service environment within trade show organizations. Identifying visitor/buyer targets using data mining and developing ongoing exhibition related communities via social media are also on the programme agenda.

A high point on the programme is a presentation by H.E. Issa Al Muhannadi, Chairman of the Qatar Tourism Authority, who will disclose current plans for the exhibition and event industry in Qatar. “Doha has been emerging in recent years as an important centre for business and travel in the Gulf. Many of our members are clearly interested to take advantage of our annual regional meeting taking place here to learn more about what is happening in Qatar and to visit the new facilities as well the networking and education which are at the heart of all our UFI events. We are grateful for the strong support we’ve been getting from our hosts for this, our first UFI meeting in Qatar”, said Paul Woodward, Managing Director of UFI.

“The Qatar National Conference Centre is delighted to welcome the seminar this year and we are honoured to have the opportunity to showcase our world class facilities to the global exhibition industry. The hosting of this event continues to demonstrate the solid partnership with QTA to develop and bring world class knowledge exchange and events to Qatar,” said Mr. Peter Sutton, CEO - AMLAK Venues (QNCC is operated by AMLAK Venues).

“In addition to the extremely high level of seminar content which provides information insights and knowledge sharing for the attendees, the programme also brings the added value of UFI’s well-known networking opportunities to all participants,” said Ibrahim Alkhaldi, UFI MEA Regional Manager.

UFI members in the region will also convene their bi-annual chapter meeting to discuss internal issues and plans for future regional work programmes on the occasion of this event.

Exhibition pros gather in Doha to “Measure for Success!” (continued)

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 630 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

or contact

Lili Eigl

UFI Communications Manager

lili@ufi.org

QNCC is operated by AMLAK Venues, which is a subsidiary of AMLAK Holding that is wholly-owned by Qatar Foundation to manage and operate its venues. As one of the world's most sophisticated convention centres, QNCC features a conference hall of 4,000-seat theatre style, a 2,300-seat theatre, three auditoria and a total of 52 flexible meetings rooms to accommodate a wide range of events. It also houses 40,000 square metres of exhibition space over nine halls, and is adaptable to seat 10,000 for a conference or banquet. The Centre's stunning architecture and cutting edge facilities are ideal for hosting local, regional and international conventions and exhibitions, gala events, theatrical productions and banquet functions.

QNCC was conceived with a focus on sustainability. The Centre was successfully built according to U.S. Green Building Council's Leadership in Energy and Environment Design (LEED) gold certification standards. The building is designed to operate efficiently with innovations such as water conservation and energy-efficient fixtures.

QNCC has received the following awards: “Best Events Venue” by Middle East Event Awards; “Middle East's Leading Exhibition & Convention Centre” by World Travel Awards 2012; “Best Congress and Convention Centre, Middle East” by Business Destinations Travel Awards 2012; and “Best Convention Centre in Middle East” by MICE Report Awards 2012.

For additional information on AMLAK and the QNCC, please go to www.qatarconvention.com

or contact:

Janet Leow

PR & Communications Manager

JLeow@qatarconvention.com