

SISO and UFI extend co-operation

Paris/Los Angeles - 30th April:

The leading associations for the exhibition global industry and North American for-profit organisers have agreed an extension of their six year old collaboration agreement. Members of UFI's Executive Committee and SISO's Board of Directors met alongside this month's SISO CEO Summit to agree how to expand the way in which they work together.

As well as continuing the exchange of activities incorporated in the current agreement, SISO and UFI will develop special activities within existing events, hold regular joint meetings of their Executive Committees and collaborate more closely on research and education. The additional activities will be designed to provide practical assistance to those international companies wishing to do more business in North America and to allow American companies to leverage the power of the UFI network for their own international development.

UFI President Andrés Lopez-Valderama commented "The first six years of our collaboration has achieved a lot. We have seen a significant increase in activity: far more UFI members are now participating in SISO events and vice versa. A much better understanding of issues in North America has been achieved by UFI and, we hope, greater exposure to global markets for SISO members interested in international expansion. Now is the time to do more and build on the success of our collaboration".

SISO's Chairman, Charlie McCurdy, also commented "we really appreciate the valuable working relationship which has been developed between SISO and UFI members and the teams running the two organisations. There is much more we can do as our members are increasingly interested in international development and we know that the US remains high on the priority list for many companies around the world".

About SISO

SISO is dedicated to meeting the needs of the for-profit show organizer through networking, the exchange of ideas and experiences, and the ability to learn from each other in a non-competitive and candid environment. Its members include companies, corporations and other for-profit entities that own, produce or provide full service management of "face to face" trade shows, consumer shows, expositions, conferences and /or similar events as a substantial part of their business. SISO is an international organization whose 170 members account for more than 3,500 shows and conferences annually. For additional information, visit www.siso.org.

For more information about SISO please contact Lew Shomer (lshomer@shomex.com) and/or Charlie McCurdy (cmccurdy@apprisemedias.com)

About UFI - The Global Association of the Exhibition Industry

UFI is the association of the world's leading 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 represents over 650 member organisations in 83 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 more information about UFI:

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