

Paris/London - 7 May 2015:

UFI honours innovative catering concept for the exhibition industry from Suntec (Singapore)

An outstanding catering concept tailored to suit the needs of exhibitors and visitors from all over the world is a major element for any successful exhibition or event. But “supplying” and “enchancing” are worlds apart. In recognition of the increasingly important role of innovative catering concepts at exhibitions, UFI, The Global Association of the Exhibition Industry, organised this year’s Operations & Services Award competition to identify outstanding efforts and best practices in this field.

The three finalists Amsterdam RAI (Amsterdam), Suntec (Singapore) and ExCeL (London) presented a detailed PowerPoint presentation providing an in-depth description of their entry at the 2015 UFI Operations and Services Meeting in London on 23 April, 2015. The participants of this specific Catering Meeting voted for the winner of the 2015 Operations & Services Award and nominated Suntec (Singapore) and their Dessert Safari entry as winner.

“We are delighted to have won this award that reflects our commitment to delivering a seamless customised experience for our guests. Excellent food, beautifully presented is one of the cornerstones of Suntec’s offerings that we bring to our clients. This is a key part of what makes our events shine and is something close to our hearts. This award is voted upon by UFI members, who represent our peers, clients and partners in the industry and receiving this award is a great recognition. By thinking creatively on how to add value to a client, this has become a hallmark of quality for the exhibition industry.” Arun Madhok, CEO of Suntec Singapore.

The 2015 UFI Operations & Services Award will be presented to SUNTEC at the President’s Reception held during the 82nd UFI Congress to be held in Milan, Italy, from 4 – 7 November, 2015.

Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognises notable achievements in the field of exhibitions.

\*\*\*

**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:**

Angela Herberholz  
UFI Marketing and Communications Manager  
Email: [angela@ufi.org](mailto:angela@ufi.org), [www.ufi.org](http://www.ufi.org)