

## UFI Announces 2006 Open Asia/Pacific Seminar

**October 6, 2005, Paris:** UFI, the Global Association of the Exhibition Industry, will hold a 2006 UFI Open Asia/Pacific Seminar in Hong Kong from 21-22 February 2006. This UFI event will be open to everyone in the exhibition industry.

Hosted by the Hong Kong Convention and Exhibition Centre, the seminar will be looking at topics certain to provide valuable information to all exhibition professionals. A team of 10 top level presenters from around the world will place their emphasis on practical content and make use of case studies from fairs they are running. The focus of the presentations will be on two key themes, "The Key Role of Visitors" and "Innovative IT Solutions for Your Exhibition Business."

Presentations will range from new techniques for developing exciting visitor promotion campaigns, to value-added loyalty programmes, and the potential benefits of data mining. A session certain to capture the attention of everyone will be devoted to "the 365-day trade fair: how can technology keep your exhibition alive throughout the year?"

The UFI 2006 UFI Asia/Pacific Seminar will be open to UFI members and non-members. Additional seminar information will be available shortly on the UFI website at [www.ufi.org](http://www.ufi.org)

UFI has experienced a strong surge in membership from the Asia/Pacific region in recent years which led the association to open its regional office in Hong Kong in 2004. Building on this momentum, UFI will be holding its 73<sup>rd</sup> UFI Congress in Beijing, China, from November 8-11, 2006.

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*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 293 member organisations, including the world's leading show organisers and fairground owners, industry partners and 38 professional associations, UFI is present in 73 countries on 5 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.*

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