

Over 200 attend first UFI Asia/Pacific seminar

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Hong Kong, 21st February: Over 200 people from 22 countries and regions have gathered in Hong Kong this week to attend UFI's first Asia/Pacific Open Seminar. Hosted by the Hong Kong Convention & Exhibition Centre, the event is addressing the theme of "The Key Role of Visitors & Innovative IT Solutions for Your Exhibitions Business".

Commenting on the event, UFI Managing Director Vincent Gérard said, "UFI recognised the growing importance of the Asia/Pacific in January 2004 when we opened our office here in Hong Kong. Our membership in the region has more than doubled since then. Now we are turning our attention to providing services for our members and to the industry. This Seminar is just one element in the programme of more extensive activities and services we are planning".

Speakers at the seminar match the international complexion of the delegates and include:

- Lynn Mathieson, Global Marketing Director, Reed Exhibitions, London, UK
- Sarah Farrugia, Managing Director, Farrugia Leo Ltd, UK
- Lindy Wee, Director Marketing & Communications, Singapore Exhibition Services, Singapore
- Alix Blumsom, Customer Relationship Management Director, Reed Travel Exhibitions, UK
- Heinz Kreuzberg, Manager of Central Division Information Systems, Messe München GmbH, Germany
- David Cong, CEO, Meetexpo, Inc, USA
- Yunya Zhang, General Manager of InfoCenter, China International Exhibition Center Group Corp., Beijing, China
- Krister Ungerboeck, Managing Director, Ungerboeck Systems International, USA
- Brian Wong, Senior Director and International Marketing and Business Development Division, Alibaba.com, Hangzhou, PR China
- Stanley Chu, Chairman, Adsale Exhibition Services, Hong Kong

The Seminar runs from 2:00 – 5:30PM on Tuesday 21st and 9:30 – 12:30 on Wednesday 22nd in Theatre 2 at the HKCEC. Full programme details are available at www.ufi.org/hongkong2006.

For enquiries concerning the event or UFI, please contact:

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UFI, the Global Association of the Exhibition Industry, serves the trade fair and exhibition industry worldwide. Via its 317 member organisations, including the world's leading show organisers and fairground managers, industry partners and 39 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.