



**UNION des FOIRES
INTERNATIONALES
UNION of INTERNATIONAL FAIRS**

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FOR IMMEDIATE RELEASE

**NEW UFI INTERACTIVE WEBSITE ON LINE
AT *WWW.UFINET.ORG***

Paris, France - June 12, 2002: At midnight on June 12, UFI's new interactive website went live as a major resource aimed at providing up-to-the-minute information related to the world of international fairs and exhibitions. ***WWW.UFINET.ORG*** has been designed to better answer the needs of UFI members, professionals in the trade fair industry, and the general public alike. The site has been divided into two user sections to provide improved ease of navigation, segmented and concise information, and interactive services.

The first section is accessible to all internet users and provides valuable information on the role of the international exhibition sector as a contemporary marketing tool. In addition to tracing the 77 year heritage of the UFI association in a historical context, the site provides information on the association's 224 members, including 33 international and national associations, in 72 countries on five continents. Hyper-links provide direct, easy access to the websites of each UFI member. This section contains information on UFI's structure and membership options, on-line registration for conference and education programs, and links to valuable industry partners and organizations. Among the interactive options available on the site, UFI members can directly update the statistical data on their UFI approved events to ensure that it reflects the most current information available.

The second section, accessible to UFI members only, contains valuable information on UFI's Annual Congress and Committee activities, and UFI research and survey results.

The new UFI site is a living, interactive, communications tool for all those interested in the global trade show sector. Further site development and improvements are already planned. Site visitors are invited to provide their comments, critiques and suggestions to the UFI webmaster (webmaster@ufinet.org) so that the site will best meet the expectations of UFI members and the interested general public.

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UFI is the union of the world's leading show organisers and fairground owners, the major national and international associations of the exhibition industry, and their partners. Via its 224 member organisations, including 33 international and national associations, UFI is present in 72 countries in 144 cities on 5 continents. UFI members organise 621 approved international exhibitions around the world.

For more information please contact:

UFI

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