

UFI regional seminar examines the future of the exhibition industry in a changing Middle East

- Exhibition industry in the Middle East is expecting higher growth than most parts of the world for the coming year

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UFI, the global association of the exhibition industry, is set to hold its annual Middle East Open Seminar in Lebanon this year.

Under the auspices of H.E Dr Alain Hakim, Minister of Economy and Trade in Lebanon, who will greet delegates in a welcome address, the seminar will run from 23 to 24 March 2016 at the Rotana Gefinor Hotel in Beirut.

Talks will focus on helping businesses succeed in the Middle East's fast-evolving exhibition industry.

"Our latest research shows that the exhibition industry in the Middle East is expecting higher growth than most parts of the world for the coming year, so UFI's Open Seminar will be particularly valuable and exciting in Lebanon this year," said Kai Hattendorf, UFI Managing Director. He added: "Around the world, our Open Seminars are a popular opportunity for industry professionals to get a compact update on recent developments in the industry – ranging from strategies to implementations".

Entitled "**Adapting to change and getting ready for the future**", the two-day event is hosted by UFI member IFP International Fairs and Promotions s.a.l (Lebanon). Albert Aoun, Chair of IFP, said: "IFP Group takes great pride in collaborating with UFI to host the Open Seminar for the Middle East and Africa in Beirut next March. As an active UFI member for the last 31 years, IFP continues to work very closely with the Global Association of the Exhibition Industry to develop the industry in the MENA. It is gratifying to see so many leading exhibition industry veterans and leaders converging on Beirut to attend this very important seminar."

The UFI Open Seminar in the Middle East is organised annually by the UFI Middle East-Africa regional office, bringing together exhibition professionals from the region and around the globe. It is open for UFI members and non-members alike.

This year's programme includes a "must-do" list to meet attendees changing expectations, and tips on enhancing matchmaking services. Participants will also explore the power of analysing and managing data as a key factor in tradeshow and exhibition success, and browse the region's opportunities and potentials, with a special focus on Africa as a key emerging market in the industry.

Participants are invited as always to enjoy several exceptional networking and social gatherings, prepared with the kind support of the host IFP to show the culture and charming attractions of Lebanon.

Registration for the UFI Open Seminar in Africa can be made directly online at <http://www.ufi.org/beirut2016> Should you have any questions or need additional information, please contact mobile: +971-52- 8410747 or e-mail: mea@ufi.org.

About UFI - The Global Association of the Exhibition Industry

UFI is the leading global association of the world's 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 684 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 please contact:

UFI Headquarters

Angela Herberholz, UFI Marketing and Communications Manager

Email: angela@ufi.org

Tel: +33 (0) 46 39 75 00

www.ufi.org