

Indonesia Convention Exhibition - ICE to partner with UFI as new Diamond Sponsor

- UFI's Diamond Sponsor programme expands with new signing
- Indonesia Convention Exhibition (ICE) presented as new partner

Paris: 9 February 2016:

Indonesia Convention Exhibition (ICE) has signed an agreement with UFI – The Global Association of the Exhibition Industry to become a Diamond Sponsor.

Located in South of Jakarta, newly-opened ICE is the largest exhibition and convention centre in Indonesia with 50,000 m² indoor exhibition space, a 4,000 m² convention centre, 33 meeting rooms and an adjacent 284-room hotel. ICE is operated by Deutsche Messe Venue Operations and aims to provide world-class services to exhibition organisers, exhibitors and visitors.

Aage Hansen, President Director of ICE says: "Indonesia Convention Exhibition (ICE) is the largest convention and exhibition centre in Indonesia which has already in its short operating period shown a positive growth impact on the region as a whole thus far. With the industry both growing and changing rapidly we need to pro-actively identify key platforms to showcase our unique venue and product offering. We believe that this partnership with UFI will be the catalyst not only to ensure our positioning as an industry leader but to continue with our brand awareness drive through one of the most progressive international associations, UFI."

Kai Hattendorf, Managing Director of UFI, added: "We are delighted to welcome ICE as the newest UFI Diamond Sponsor. In the coming years our industry is expected to go through major changes, and it is our mission to support our global members in adapting to these changing industry conditions. It is through partnerships like this with ICE that we are able to 'go the extra mile' and jointly serve exhibition organisers, venues, service providers, and industry associations even better."

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefitting from the networking opportunities the globally leading association of the exhibition industry has to offer.

Attached:

- Photo of ICE signing ceremony. From left to right: Sergey Alexeev, UFI President and Aage Hansen, President Director of ICE
- Logo of ICE
- Logo of UFI Diamond Sponsorship

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:

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About ICE - Indonesia Convention Exhibition. Covering a total land area of 220.000 sqm, Indonesia Convention Exhibition (ICE) is designed to be the most spacious exhibition and convention centre in Indonesia. The venue spans across 10 exhibition halls of 50,000 sqm and an additional 50,000 sqm outdoor exhibition space, a 4,000 sqm convention centre, 33 meeting rooms and a 12,000 sqm convenient pre-function lobby and an adjacent accommodation of 284-rooms Hotel. Located at the South of Jakarta, ICE is your new destination for successful events. ICE is operated by Deutsche Messe AG, a professional and reliable partner for all aspects of event & trade fair organization. For more information contact Gabrielle Angriani gabrielle.angriani@ice-indonesia.com.