

UFI launches “Next Generation Leadership Grant“

- Invitation for the best talents in the exhibition industry to step forward

Paris: 22 March 2016

UFI, the Global Association of the Exhibition Industry, today announces a new grant programme aimed at giving highly talented exhibition professionals the opportunity to have their say on the future of our industry.

Supported by funding from Reed Exhibitions, UFI is inviting up to five exhibition professionals to work together on defining their vision of how the event industry is changing, and the opportunities megatrends like globalisation and digitisation can deliver. The group will gather for a workshop at UFI Headquarters in Paris (France), and share their findings at UFI’s annual Congress in November 2016 in Shanghai (China). The Next Generation Leadership Grant covers travel and accommodation, and includes mentoring from UFI for the duration of the project.

“At all our events, there is talk about the future leaders of the exhibition industry. We want to deliver more opportunities for senior management to actually talk with the people who will drive our industry forward in the not too distant future and vice versa,” said Kai Hattendorf, UFI Managing Director.

Applications for the grant are open from today until 30 April. The call is open to anyone who is actively employed full-time in the exhibition industry, and has been for no more than ten years.

Candidates are asked to submit a text and video presenting their ideas and initiatives for driving the exhibition industry forward. They will also describe their reasons for choosing to work in exhibitions and their motivation for making the grant application. Winners will be selected by an international panel of exhibition industry leaders, including UFI President Sergej Alexeev.

The results of the initiative will be presented at the annual UFI Congress, a global gathering of leading exhibition professionals, which takes place this year in Shanghai, from 9 to 12 November 2016. The event is expected to bring together up to 600 exhibition executives from more than 50 countries.

More information about UFI’s “Next Generation Leadership Grant“ is available online at www.ufi.org, or via email: NGLGrant@ufi.org

Accompanying material:

- NGL Grant flyer

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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 688 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.

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22.03.2016