

## UFI names Carine Sire Regional Manager Europe

Paris, 24 January 2017– UFI, the Global Association of the Exhibition Industry, has appointed Carine Sire to the newly installed role of Regional Manager Europe, based in UFI's Paris headquarters.

UFI created the new position in a drive to strengthen links with its more than 300 European members, raise awareness of Europe-based members and partner associations, and encourage more events professionals to get involved in UFI. Carine's appointment as Regional Manager is her latest step in a 12-year career with UFI.

"With both her wide network with UFI's members and her experience in UFI's work Carine Sire is a natural choice for this new position", says UFI Managing Director Kai Hattendorf. "I'm sure our members in Europe will enjoy working with her."

As well as acting as the day-to-day link between UFI and European members, Sire will focus on the annual UFI European Conference ("Open Seminar"), which this year takes place in Cologne (Germany) from 8-10 May. The event will run under the title "It's time." and focus on priorities for the upcoming and ongoing investment cycle into European venues.

As Regional Manager for Europe, Sire will operationally manage the UFI European Chapter, supporting the Chapter Leadership, as well as work on UFI's partnership with EMECA in Brussels through the joint EEIA presence.

"I'm grateful for this opportunity to bring UFI closer to our colleagues across Europe, and I'm looking forward to building new relations while keeping in touch with the people I've got to know so well over the years", says Carine Sire.

UFI was founded in Milan (Italy), in 1925, and has grown into the leading global association serving and representing the industry. Members range from small businesses serving the exhibition industry to some of the largest venue operators in Europe. Today, more than 600 UFI Approved International Events take place in Europe.

With two new hires at the end of 2016, the team at UFI's headquarters is now made up of 15 colleagues with multiple nationalities, reflecting the global reach.

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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 directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. More than 700 member organisations in 84 countries around the world are presently signed up as members. 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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