

Connect - engage - succeed at the exhibition industry's global meeting: 84th UFI Global Congress

Paris, 24 July 2017: UFI -The Global Association of the Exhibition Industry starts the 100-day countdown to the 84th UFI Global Congress taking place on 1 – 4 November in Johannesburg, South Africa. With the congress being UFI's flagship annual event, the team is pulling out all the stops to ensure that your experience in South Africa will be one to remember!

Featuring a rich variety of industry professionals, the programme offers a fantastic balance of panel discussions, research insight and parallel sessions.

This year's theme, "Raising the Odds – Pressures and Profits", is aptly chosen when you consider the last seven months and the events of the past year, not only for our industry but on a global scale. The uncertainties, the uncharted territories, longstanding precedents being challenged – the pressures of finding new ways to handle new situations.

Respected industry professionals will share their experiences, their triumphs and challenges, addressing the issues of these demanding times head-on!

Included in the programme, on the 10th anniversary of his participation in the UFI Global Congress, Jochen Witt will discuss global trends and developments, review the main trends and strategic developments over the past 10 years and share the latest core survey results.

Damion Angus, Managing Director of Montgomery, Martin März, Founder & Managing Partner of fairtrade Messe und Ausstellungen GmbH & Co. KG, and Marty Glynn, CEO of MAD Event Management in the States, will discuss pressures, profits and opportunities in emerging markets. Being directly involved with various developing markets such as Asia, South America and Africa, these entrepreneurs will share their experiences and insight into conducting successful business in these regions.

The Gala Dinner, scheduled for the evening of 2 November, will definitely be something unique – not the traditional black-tie event. As they say...when in Rome...or in this case, when in Africa, it is time to put your "Mandela shirts" on, slip into your dancing shoes and ready yourself for a meal fit for royalty! You do not want to miss this traditional evening under the stars of the African sky.

Join us for the first-ever UFI Global Congress to take place on sub-Saharan African soil! Enrich your knowledge through attending the various sessions, network with like-minded colleagues and get reacquainted with peers at the various social events.

To register and for more information on the programme, travel information and post-event tour options, please visit: www.ufievent.org/johannesburg2017/.

Attachment: UFI Global Congress promotion and UFI logo.

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 58 national and regional association members. More than 700 member organisations in 85 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.

For more information please contact:

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