

UFI names new Regional Manager for Middle East-Africa region, moves office to Dubai

- **Nick Savage appointed as UFI Regional Manager**
- **Regional UFI office relocates to Dubai, hosted by Info Salons Group**

Paris: 19 February 2018: UFI, the Global Association of the Exhibition Industry, has named Nick Savage as the association's new Regional Manager for the Middle East-Africa region. With his appointment, the regional UFI office will relocate to Dubai, and will be hosted by the Info Salons Group.

Savage follows on the work initiated by Ibrahim Al-Khaldi, who is handing over the baton for personal reasons. Al-Khaldi will work jointly with Savage over the next few months to facilitate the handover.

"With Nick, we have found a senior industry professional who will work as part of the global UFI team, raising the profile of the exhibition industry and creating even more value for our members. Our heartfelt thanks go to Ibrahim for many years of dedicated service to UFI", says Sonia Thomas, UFI's COO.

Savage brings 15 years of industry experience to his new position, mainly in the Middle East region, but has also worked in Australia and the UK for service providers as well as organiser/venues. He currently works as a Director for International Business at Info Salons, a job he will maintain in parallel to the UFI role.

"We have worked with Nick Savage for over 10 years and believe he is ideally suited to serve UFI members throughout the Middle East and Africa. He is well known for his work ethics and diligence, and is well known throughout the industry for opening the Info Salons office in Dubai. His relationships with the exhibition industry will assist in strengthening UFI's presence in the region", says Jo-Anne Kelleway.

The UFI Regional Office's main role is to serve the members of the association in the Middle East and Africa, reporting to the Paris headquarters of the association. The UFI office is relocating from Sharjah, where it was previously kindly hosted by Sharjah Expo Centre and its CEO, the honorary UFI Board member Saif Al Midfa.

"We want to thank Sharjah Expo Centre and especially Saif Al Midfa for all their support, and will have pleasure in recognising this during a ceremony later this year. We look forward to collaborating with Al Midfa and his team on other UFI projects in the near future", says Kai Hattendorf, UFI CEO.

Savage and the UFI team are currently organising a meeting in Dubai on 25 April of the honorary chapter leadership and the members in the region, to discuss the plans and initiatives for the coming 12 to 18 months. After the recent leadership elections, the chapter is now chaired by Dr. Esfahbodi from Tehran (Iran), with Craig Newman, Johannesburg (South Africa) serving as the 1st Vice Chair. Esfahbodi recently showed his commitment to UFI in a ceremony, during which he designated a space in Tehran as the honourable Chapter Chair's personal office.

Attachments: Photo: Nick Savage appointed as UFI Regional Manager

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 750 member organisations in 87 countries around the world are presently signed up as members. Over 950 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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About Info Salons: Info Salons Group is the leading online event management solutions, database and registration company throughout Australia, Asia and the Middle East. Over 20 years of experience working with the most recognised event organisers in the industry, has given Info Salons the expertise, integrated technology and track record to guarantee the success of events. With offices in Sydney, Shanghai, Hong Kong and Dubai, Info Salons provides organisers with solutions to better market their events, serve their customers and operate efficiently. The Info Salons Group was founded in 1990 and headquartered in Sydney, Australia.