

UFI expands team in Paris, and welcomes new staff member

- Monika Fourneaux-Ceskova joins UFI as Marketing and Communications Manager
- Angela Herberholz takes on new role as Programme Manager

Paris, 20 March 2018: UFI, the Global Association of the Exhibition Industry, serves over 50,000 employees of exhibition organisers, venues, service providers, and industry associations in close to 90 countries around the world. To foster and manage the dialogue with this global membership, the exhibition industry as a whole, and industry stakeholder groups, UFI has recently welcomed Monika Fourneaux-Ceskova as the new Marketing and Communications Manager to the UFI team in Paris. Monika takes over the role from Angela Herberholz who has managed UFI's Marketing and Communications activities for the past three years, and who is taking on a new position within UFI as Programme Manager.

Monika Fourneaux-Ceskova brings extensive experience in marketing and communications. For the past eight years, she has been responsible for the exhibition and marketing activities of an international broadcast technology solutions provider, Ateme. Monika is familiar with trade shows held in the Las Vegas Convention Center, Rai Amsterdam, Dubai World Trade Center, KoelnMesse, London Olympia, and many more besides. She has also worked for the Czech Embassy in Paris to provide and deliver national pavilions at trade shows, and as part of the support team at the World Economic Forum Annual Meetings in Davos.

Angela Herberholz will continue her journey with UFI as Programme Manager. In her new role, Angela will focus mainly on coordinating and supporting the work of the various working committees to aid them in their global development, while also leading and driving projects in UFI's education programmes.

Sonia Thomas, UFI Director of Operations/COO, comments: "I am very pleased to welcome Monika as our new team member. Coming from a different business area yet still very much connected to the exhibition market, she will contribute to our mission to serve our members and the industry. Angela will take on her new role now too, where she will continue to build on and develop her previous experience."

Attachments:

Photo: Monika Fourneaux-Ceskova, new UFI Marketing and Communications Manager

Photo: Angela Herberholz, now UFI Programme 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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