

The UFI Global Congress 2018 to cover “The Dynamics of Transition – Our Industry’s Complex Future”

- Gathering 500+ delegates from the exhibition industry worldwide
- Taking place 31 October - 3 November 2018, St. Petersburg, Russia
- Registration is now open

Paris/St. Petersburg – 14 June 2018: Registration is now open for the UFI Global Congress 2018. This year’s theme is “The Dynamics of Transition – Our Industry’s Complex Future”. The event will take place from 31 October to 3 November 2018 in St. Petersburg (Russia) and will be hosted by ExpoForum Russia.

The UFI Global Congress is the most international annual gathering in the exhibition industry, combining international networking with unique content. Exclusive to UFI members, it brings together hundreds of organisers, venue operators, service providers and industry associations from over 50 countries.

Participants can secure their place online at <http://www.ufi.org/StPetersburg2018>. The Congress website also contains the programme overview and options for post-Congress experiences in St. Petersburg and beyond.

Kai Hattendorf, UFI Managing Director and CEO comments: “The exhibition industry is currently facing up to many issues – from consolidation to digitisation, from investments to restructurings, and from fast-track hiring to long-term retention. We are in transition to new business models, driven by changing behavioural patterns – just like the markets and industries we serve. The 85th UFI Global Congress in St. Petersburg offers our members a vital opportunity to find solutions, stay ahead, and keep in touch with exhibition industry colleagues worldwide.”

The UFI Global Congress takes place in November each year and is always held in a different region. As host of this year’s UFI Global Congress, St. Petersburg follows Johannesburg (South Africa, 2017), Shanghai (China, 2016) and Milan (Italy, 2015).

About ExpoForum-International

About ExpoForum-International is one of the leaders of the Russian convention and exhibition market. The Company holds over 11% of the rented space market and more than 50% of the Northwest Federal District organiser market. ExpoForum-International operates two dedicated venues: the new convention and exhibition centre ExpoForum and Lenexpo exhibition centre, hosting more than 160 events every year, held in various formats: congresses, exhibitions, forums, conventions, multimedia performances, shows, corporate and sporting events. The company’s portfolio includes over 40 in-house projects. In 2016, more than one million people visited the events held at the company’s venues. The quality of the company’s services is supported by its membership in renowned international associations, including ICCA (International Congress and Convention Association), AIPC (International Association of Congress Centres) and UFI (Global Association of the Exhibition Industry). ExpoForum-International provides an entire range of related services, including building exhibition booths, catering, travel support and tourist services.

For more information, visit: www.expoforum.ru

Attachment: Key visual for the UFI Global Congress 2018.

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 760 member organisations in 50 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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