

UFI and EMECA renew and strengthen the European Exhibition Industry Alliance

Global Exhibitions Day 2018

Paris – 6 June 2018: UFI, the Global Association of the Exhibition Industry, and EMECA, the European Major Exhibition Center Association, have agreed to extend the European Exhibition Industry Alliance (EEIA), which aims to represent the interests of the exhibition industry to EU stakeholders in Brussels.

The joint agreement has been extended for another three years and given increased resources. Barbara Weizsäcker will continue as Secretary General.

“Since it was founded in 2012, the EEIA has been the voice of the European exhibitions and business events industry, successfully advocating our industry’s issues, while fostering dialogue with policymakers and officials. We are very pleased that support will continue for the next three years, and delighted to share this news at the Global Exhibition Day celebrations,” comments Corrado Peraboni, UFI President.

“The EU-funded Business Beyond Borders project has already demonstrated how relevant this cooperation is – both on an advocacy level as well as a practical level. EMECA fully supports this shared effort and looks forward to the future,” says Claude Membrez, EMECA President.

About the European Exhibition Industry Alliance (EEIA)

The EEIA is a joint agreement between the European members of UFI, the Global Association of the Exhibition Industry, and EMECA, the members of the European Major Exhibition Centers Association. Founded in 2012, its aim is to represent the common interests of the European exhibition industry to European Union institutions and other relevant stakeholders in Brussels. It promotes the impact of the sector, monitors EU issues and advocates the sector’s common interests to maintain a favourable operating environment within the EU and globally.

For more information, visit www.exhibition-alliance.eu

About Business Beyond Borders (BBB)

Business Beyond Borders, is a European Commission initiative to help businesses, in particular SMEs and Clusters, to operate internationally with the ultimate goal of increasing economic growth within and outside Europe. By implementing matchmaking events for Business to Business (B2B) and Cluster to Cluster (C2C) at international trade fairs around the world, European businesses can benefit from this opportunity to grow across borders with a complete package of professional support. The target markets outside of Europe are Australia, South Africa, India, Chile and Iran. All details at:

For more information, visit www.businessbeyondborders.info

About UFI

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 50 national and regional associations members.

For more information, visit www.ufi.org

About EMECA

The 22 EMECA venues host and organise 1.900 trade fairs a year globally, out of which more than 1.500 in Europe on a gross rented space of nearly 38 mio sqm. They welcome roughly 360.000 exhibitors and over 41,6 mio visitors in Europe.

For more information, visit <http://www.emeca.eu/>

Attachment: Photo, from left to right: David Boon, EMECA Vice President EU Relations, Gerald Böse, UFI European Chapter Chairman, Dr. Andreas Gruchow, EMECA Vice President Treasurer, Corrado Peraboni, UFI President.

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.

For more information, please contact:

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