

New partnership on skills development for the exhibition industry

SACEOS and UFI, the Global Association for the Exhibition Industry, inks an MOU to develop a joint 'Asia Pacific Executive Development Programme' to train & create new strengths relevant for future-readiness of exhibition professionals

- SACEOS and UFI sign Memorandum of Understanding
- Both associations will collaborate to introduce a programme for talent and executive development to create additional value for the exhibition industry

Paris – 26 July 2018: In an MOU signed at SMF 2018 between SACEOS and UFI, the Global Association of the Exhibition Industry, both associations declare their collaboration to develop a joint 'Asia Pacific Executive Development Programme' to create new strengths relevant for the future-readiness of exhibition professionals in the region. This programme will be distinguished in its value with industry-first recognised certification for the programme. Both associations aim to announce the launch of the joint 'Asia Pacific Executive Development Programme' at the upcoming UFI Asia Pacific Congress 2019 in Japan.

Mr Aloysius Arlando, President-Elect, SACEOS, welcomes the co-operation. He remarked, "It is the mission of SACEOS to raise the industry's professional standards and enhance the mastery of skills, over and above what is in the marketplace. The skills, passion and contributions of every individual will drive Singapore's next phase of development towards an advanced economy and inclusive society. Our collaboration with UFI will allow us to collaborate on education, talent development, and peer to peer exchanges - working on the foundational of professional training in exhibition. This enhanced skills development will help Singapore's MICE professionals in increasing skills elevation and job opportunities."

Mr Kai Hattendorf, Managing Director/CEO, UFI, welcomes the co-operation. He remarked, "It is UFI's mission to connect and serve the exhibition industry globally. Our collaboration with SACEOS will allow both our associations to do this more efficiently, tapping on research, and nurturing more industry professionals in Asia and globally."

SACEOS is on track to be the centre of excellence for developing skilled talent, imparting knowledge, and creating new opportunities for industry professionals. This further strengthens Singapore's position as the Asia-Pacific hub for professional and skills development for the MICE and events industry.

Mr Andrew Phua, Director, Exhibitions and Conferences, Singapore Tourism Board (STB), said: "The new programme will strengthen Singapore's position as the Asia-Pacific hub for MICE training and development. With more training opportunities in the pipeline, MICE players will be able to deepen their knowledge, expand their skillsets and further elevate the standards of the MICE industry in Singapore and around the region. We invite industry professionals to participate actively to further enhance their capabilities."

Attached picture shows: SACEOS-UFU ASIA PACIFIC EXECUTIVE DEVELOPMENT PROGRAMME MOU SIGNING CEREMONY, 24 July 2018, SINGAPORE

Seated L-R:

Mr Aloysius Arlando, President-Elect, SACEOS
Mr Kai Hattendorf, Managing Director/CEO, UFI

Standing L-R:

Ms Melissa Ow, Acting Chief Executive, Singapore Tourism Board
Ms Janet Tan-Collis, President, SACEOS

About SACEOS - SACEOS was set up in 1979 as the voice and champion of the meetings, incentives, conventions and exhibitions (MICE) industry to help those in the business to develop and prosper. The association works closely with key government agencies and its statutory board, the Singapore Tourism Board, to make Singapore the preferred business events venue in Asia. Education, training and learning has been and continues to be a cornerstone of SACEOS and is a strategic pillar of the association to support its members fight for, manage and retain talent, as Singapore and Asia grapple with increasing competition from other regions. SACEOS achieved a milestone in this area in 2014 by bringing professional courses with international accreditation that were only available in Europe and the US previously to Singapore and making them accessible to MICE practitioners throughout Asia. To raise professionalism in the exhibitions industry, SACEOS in 2001 became the first MICE industry association in the world to launch a set of technical references. Since then, SACEOS has developed and strengthened its international MICE industry network which provides global networking and business opportunities for its members.

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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 760 member organisations in 87 countries around the world are presently signed up as members. Around 1000 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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