

## UFI announces new media partnership agreement with Ferias & Congressos in Argentina

Paris – 17 October 2018: UFI, the Global Association of the Exhibition Industry, has signed a new media partnership agreement with Ferias & Congressos, the leading exhibitions and events media distributor based in Argentina.

“This partnership will raise awareness about UFI’s work and activities, with the aim of promoting and informing others about the exhibition industry in Latin America and generating networking opportunities,” says Ana Maria Arango, UFI’s Regional Manager for Latin America.

Through this collaboration, exhibition industry professionals in and beyond Argentina will be able to receive regular updates on industry developments globally as well as on the latest UFI research and information.

UFI organises numerous events for exhibition industry professionals around the world, such as the annual Global Congress, regional conferences, and educational forums. It provides close to 800 members from 89 different countries with industry-related research and the latest industry news. Just recently, the association held its inaugural Latin American Regional Conference in Mexico City.

Kai Hattendorf, UFI MD/CEO, comments, “We are delighted to begin this new partnership with Ferias & Congressos. As the exhibition industry in Latin America is growing, it is increasingly looking for international connections. As the Global Association of the Exhibition Industry, we are happy to connect industry professionals to our global UFI community. Partnerships like the one we are announcing today are a vital part of this.”

Juan Carlos Grassi, CEO of Editorial Ferias & Congressos S.A., shares his view on the new partnership: “I believe that this work with an organisation as prestigious as UFI will promote and inspire the expansion of the meetings industry. The Ferias & Congressos magazine has a 48-year history in the press and coverage of conferences, exhibitions, meetings tourism, world expos, destination marketing associations and corporate events. We aim to achieve greater interaction and visibility with the main representatives of the region and the world. We will cooperate in order to generate greater benefits for this thriving activity.”

The partnership starts as of today, 17 October 2018.

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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 60 national and regional association members. Almost 800 member organisations in 89 countries around the world are presently signed up as members. Over 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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