

Qatar's National Tourism Council signs multi-year Diamond Sponsorship Agreement with UFI

Paris – 20 November 2018: UFI, the Global Association of the Exhibition Industry, is pleased to announce that the Qatar's National Tourism Council (NTC) will join the exclusive roster of UFI Diamond Sponsors. The agreement was signed during UFI's Global Congress in St. Petersburg. Both parties also signed an accompanying Framework Agreement, which looks at ways to develop the exhibition industry in Qatar.

NTC joins the top tier of UFI Diamond Sponsors, year-round promotion and engagement with UFI's global network of members. The agreement will focus particularly on connecting Qatar to two of the industry's fastest growing markets – China and India.

Ahmed AlObaidli, Director of Exhibitions, NTC commented: "Qatar is strategically located at the heart of one of the most prosperous and rapidly developing regions – at the crossroad of Asia, Europe and Africa. It boasts world-class exhibition and conference venues and we embrace this chance to welcome the international exhibition community to come and do business here. NTC naturally complements UFI's values and is in a perfect position to work closely with the global association."

Kai Hattendorf, CEO and Managing Director of UFI, comments: "We are very pleased to welcome NTC as a Diamond Sponsor. This programme enables UFI to take on, develop and promote new activities, education, events and services. We thank NTC for their support and look forward to developing a closer cooperation and understanding over the coming years."

Below: Photo of Sponsorship Agreement signature.

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 780 member organisations in 86 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.

For more information, please contact:

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