

Shenzhen World signs multi-year Diamond Sponsorship Agreement with UFI

Paris – 22 November 2018: UFI, the Global Association of the Exhibition Industry, is pleased to announce that Shenzhen World Exhibition and Convention Centre (Shenzhen World) will join the exclusive roster of UFI Diamond Sponsors. UFI President Craig Newman and General Manager of Shenzhen World Mr. Ma Jun signed the agreement during UFI's Global Congress in St. Petersburg.

Once finished, Shenzhen World – a project by the Shenzhen Municipal Government – will be the world's largest exhibition centre, with an indoor exhibition area of up to 500,000 sqm.

Mr. Jun remarks: "At Shenzhen World, we are delighted to become UFI's Diamond Sponsor, and we look forward to working together with UFI on a global scale. In the near future, Shenzhen World will not only become the largest exhibition centre in the world, but also have some of the most advanced facilities and services on offer. We believe that, with UFI's help and support, we won't let the world down."

Kai Hattendorf, UFI CEO and Managing Director, comments: "There is a lot of international interest in the new Shenzhen World venue and we are very pleased to help spread the word by bringing them onboard as an UFI Diamond Sponsor. This year-round partnership is the best way for Shenzhen World to engage with our network of senior-level exhibition industry professionals and we look forward to working together 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.

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