

## UFI's Latin-American Conference 2020 to be held in Buenos Aires, Argentina

*Paris:* 25 April 2019. UFI, The Global Association of the Exhibition Industry is proud to announce that their 2<sup>nd</sup> Latin American Conference will take place in the last week of April 2020 at the new Centro de Convenciones de Buenos Aires, Argentina. The event will be hosted by La Rural and colocated with the 17<sup>th</sup> [Expoeventos Latinoamerica](#), one of the major exhibition industry events in the region. With support from regional association members AOCA, AMPROFEC, UBRAFE and AFIDA we hope this will be the major industry event to bring together colleagues from the whole Latin American region in 2020.

An immersive two-day programme will focus on regional-specific topics including: digital impact, the future of venues and events, talent management, market opportunities in the region, and participants will have the opportunity to discuss common strategies for different realities in Latin America.

Kai Hattendorf UFI MD / CEO commented: "We are very happy to announce this second edition of our regional conference in LatAm following the successful launch in Mexico last September. Argentina is a very important market in the region and we invite our members and the wider community to join us there next April."

Juan Pablo Maglier, Institutional Relations Director from La Rural and Past Chairman of the UFI Latam Chapter added: "As a UFI member and Board Member, it is a real honour for us to welcome the 2020 UFI Latam Conference to our city. It will be a unique opportunity to change ideas and network with some of the major players of the local, regional and international exhibition industry."

This second edition of the Latam Conference will be follow the successful first edition held in Mexico City in September 2018 where over 120 participants from 16 countries in Latam, Europe and North America joined us at the World Trade Center. UFI currently has 800 members across the globe, Latin America accounts for 47 of them.

We look forward to working with the industry and associations in the region to offer broader support for their businesses and increase education and networking opportunities in the region.

Please join us in Buenos Aires for the second UFI Latin American Conference, enjoy the first class Argentinean hospitality, and discover the excellent business opportunities that Latin America has to offer.

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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. More than 780 member organisations in 86 countries around the world are presently signed up as members. Over 1,000 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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