

## UFI heading to Sweden for the European Conference 2020

- The Swedish Exhibition & Congress Centre in Gothenburg selected as host
- 13-15 May confirmed as date

*Paris/Birmingham* 16 May 2019 – The UFI European Conference 2020 will be held in Gothenburg (Sweden) and hosted by the Swedish Exhibition & Congress Centre. The conference will take place from Wednesday 13 May to Friday 15 May. Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre, and UFI President Craig Newman, agreed on the collaboration.

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in Europe, Asia-Pacific, the Middle east and Latin America, as well as the UFI Global Congress. The UFI European Conference takes place in May each year and brings together industry professionals from all over Europe and beyond.

It has recently been hosted in Birmingham (2019), Verona (2018), Cologne (2017) and Basel (2016), and is open to UFI members and non-members. Based on data from Explori, a global UFI research partner, participants regularly rate the conference as one of the very best opportunities for networking and best practice learning in the industry.

“Sweden occupies a central position in northern Europe and is the largest market in the Nordic region open to international trade. It hosts many international tradeshows and events. The Swedish Exhibition & Congress Centre has been a UFI member since 1953 and is going to be a wonderful host for the occasion,” says UFI President Newman. “Our delegates can already look forward to a unique event, packed with networking, timely content, and some special Swedish experiences.”

Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre comments: “We are delighted to welcome the UFI delegates to our venue, based in the city centre of Gothenburg. I am convinced the delegates will have memorable experiences, not only from an exciting agenda and excellent networking, but also from a beautiful, interesting and sustainable destination, located by the sea on Sweden’s west coast.”

*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 87 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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*ABOUT the Swedish Exhibition & Congress Centre:*

*The Swedish Exhibition & Congress Centre (SECC) operates as a foundation and is one of the largest integrated venues in Europe with a unique city location in central Gothenburg. SECC, with its hotels Gothia Towers and Upper House, runs a successful range of tradeshows and meetings, theatre, spas, restaurants and entertainment. Everything under one roof. In 2018 SECC welcomed 2 million visitors to the venue. The vision is to become Europe's most attractive meeting place by offering the best overall experience.*

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