

UFI Global Congress to focus on trust

- “Platforms of trust” chosen as theme for the 2019 UFI Global Congress
- Pre-registration now open

Paris – 2 May 2019: UFI, the Global Association of the Exhibition Industry, has chosen “Platforms of trust” as the theme for its annual Global Congress in November. This highlights one of the key drivers behind the performance of the exhibitions industry globally.

“Markets are built on trust. The exhibitions we run, the marketplaces we maintain, and the services we provide – they all rely on trust. As organisers, venues and partners in the industry, our success is based on the trust our customers place in us. They invest in exhibitions with the aim of building trustworthy connections for their business – face to face, one meeting, one handshake at a time. Our industry’s unique role as a platform provider for trust is shaping up to be a core asset,” says Kai Hattendorf, UFI Managing Director/CEO.

The UFI Global Congress will take place from 6-9 November 2019 in Bangkok (Thailand) and is hosted by TCEB. Over 500 industry leaders from more than 50 countries are expected to attend.

The UFI Congress is known as the exhibition industry’s largest global meeting of the year, combining international networking with unique content. It is an opportunity to gain insight into topics of strategic interest, as well as into the current trends and challenges that the exhibition industry is currently facing. The UFI Congress is open to more than 50,000 industry professionals globally who work for UFI member companies.

While registration for the Congress will open later this month, pre-registration is already possible online at <https://www.ufi.org/ufievent/86th-ufi-global-congress/>

In 2018, the UFI Global Congress was held in St. Petersburg (Russia). In 2020, Oman will host the event. The 2021 host will be announced later this year.

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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