

Reed Exhibitions Brazil wins the 2019 UFI Human Resources Award

Paris - 18 June 2019: UFI, the Global Association of the Exhibition Industry, has named Reed Exhibitions Brazil as winner of the 2019 UFI Human Resources Award, presenting the project on “Employer Branding - How to attract and retain key skills”.

This year’s Human Resources Award honours outstanding initiatives that have helped boost the company’s reputation. Employer branding is one of the most critical issues in Human Resources today. Competition is continually increasing for the “right” people, those individuals that form a critical part of any successful business. Therefore, there is the need for a strong corporate culture that enables companies to recruit better candidates, but also to keep them. The HR Management Working Group made its decision during its recent meeting in Birmingham, where projects of the three strong finalists, Corferias (Brazil), Fiera Milano (Italy) and Reed Exhibitions Brazil (Brazil), were discussed.

“It was a difficult task to choose the winner of this year’s award as all finalists presented high quality project,” said Cecilia Henningsson, HR Director at Stockholmsmässan and Chair of UFI HR Management Committee. “Reed Exhibitions Brazil did a great job in implementing the employer branding strategy. The company also presented key figures on ROI and a systematic corporate approach that build a solid best practice for the industry. We congratulate Reed Exhibitions Brazil for their excellent initiative.”

“It’s a tremendous honour for Reed Exhibitions Brazil to receive an HR Award!” commented Alinne Rosa, HR Vice-President at Reed Exhibitions Brazil. “Taking care of our people will help us to build a strong employer brand as we are the most important ambassadors to show the world how great it is to be part of the events industry. We really have #PeopleOfReed at the centre of our management strategy and this recognition reinforces how important it is to engage people in building HR processes together with the business. We are 200 people building this future proudly together and we are just beginning! Thank you UFI for believing in this future for our industry through this recognition of our efforts.”

The UFI HR Award is one of UFI’s annual competitions that recognises and rewards successful result oriented initiatives in the exhibition industry. UFI’s awards celebrate excellence in areas ranging from human resources and digital innovation to trade-fair poster design and sustainable development. For more details on UFI Award and Competition Programmes, please visit: <http://www.ufi.org/awards/>.

UFI will share the award-winning projects at the 86th UFI Global Congress in Bangkok (Thailand). For more details on the UFI Global Congress, please visit: www.ufi.org/bangkok2019.

Attachment: Cecilia Henningsson (Stockholmsmässan), Alinne Rosa (Reed Exhibitions Brazil), Karla Juegel (Messe Marketing | Karla Juegel), Izabella Koniak (Poznan international Fair).

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 53 national and regional association members. More than 790 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.

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