

Tüyap announced as winner of the UFI Operations & Services Award 2019

Paris – 23 May 2019: UFI, the Global Association of the Exhibition Industry, has named Tüyap Fairs and Exhibition Organization Inc. as winner of the UFI Operations & Services Award 2019. They were chosen for their web-based application that enables operations and services business units to monitor and manage exhibitor requests on one platform.

This year's award focused on the best initiatives in the exhibition industry that have demonstrated clear improvements in operations and services thanks to the use of SMART technology. All submitted entries were carefully reviewed by the UFI Operations & Services Committee at the UFI Operations & Services Forum, which took place in Birmingham (UK) on 14-15 May 2019. Every entry showcased a valuable project and the shortlist included Coconnex (UK) and IFEMA (Spain). However, after thorough consideration, Tüyap was chosen as the winner.

"All the entries shared experiences and best practices that bring innovation and efficiency to our industry. However, Tüyap demonstrated a real increase in measurable productivity for exhibition operations," says Giacomo Lucchini, Chair of the UFI Operations & Services Committee.

"We are truly happy and proud to receive this prestigious award from UFI, while celebrating our 40th year in the industry. It encourages us to continue investing time and effort in developing innovative solutions to increase the productivity of our operations and quality of our service," comments Murat Düzenli, Strategic Marketing Group Assistant Director at Tüyap Fairs and Exhibition Organization Inc.

The main objective of the UFI Operations & Services Award is to honour those in the exhibition industry who have successfully implemented creative and results-oriented initiatives. It rewards the use of SMART and innovative technology to improve events. 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 chosen projects at the 86th UFI Global Congress in Bangkok (Thailand) on 6-9 November 2019.

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.

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