

KINTEX wins the 2019 UFI Marketing Award

Paris, 11 June 2019 – UFI, the Global Association of the Exhibition Industry, has named KINTEX as winner of the 2019 UFI Marketing Award. The UFI Marketing Award has been recognising exemplary marketing initiatives since 2001.

This year's award programme invited marketing experts in the exhibition industry to share their "Best Influencer Campaign". In the past, exhibition and event organisers would team up with major multipliers or rely on coverage from traditional media to attract the attention of their target audience. But the media world and media behaviour have changed. New opinion makers are now on the scene, among them bloggers and social media influencers. The biggest challenge is identifying and finding the right influencers and establishing contact with them. To do this, you need an influencer marketing strategy that identifies the right influencer and how to integrate influencer marketing successfully into marketing campaigns.

All finalists presented their projects to the UFI Marketing Working Group at the UFI European Conference in Birmingham (UK). After the presentations, the jury collectively selected KINTEX as the winner.

"KINTEX built an innovative ecosystem for gaming influencers at their event, showing us how a successful influencer campaign leads to measurable marketing success. This is a very unique approach with positive results," comments Elena Chetyrkina, Chair of the UFI Marketing Working Group. "We congratulate KINTEX for their achievement."

Frank Yang, Marketing Director at KINTEX shares: "On behalf of KINTEX, I'd like to say what a pleasure it was to present our innovative influencer marketing strategy to the world's exhibition leaders and win the UFI Marketing Award. This award is the result of our relentless consideration for what our customers value, both when we are planning exhibitions and executing our findings in reality. As winner of the UFI Marketing Award, we will continue to invest and work as a recognised venue operator and show organiser in both Asian and global markets. I would like to express my sincere gratitude to UFI for creating this meaningful award, and to the President of KINTEX, Chang Yuel Lim, who has fully supported us on our journey to receiving this award. I would also like to thank my dedicated colleagues from Gyeonggi Provincial Government (Contents Industry Division), Goyang City&CVB, and KINTEX for making this such a great success story."

The UFI Marketing Award is one of UFI's annual competitions that recognises and rewards successful results-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. More information on these UFI competitions is available at www.ufi.org. The UFI Award winners will share their projects at the 86th UFI Global Congress, which will take place from 6-9 November 2019 in Bangkok (Thailand). For more details on the UFI Global Congress, please click [here](#).

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 58 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.

For more information, please contact:

UFI Headquarters,
Monika Fourneaux-Ceskova, UFI Marketing and Communications Manager
Email: monika@ufi.org
Tel: +33 (0)1 46 39 75 00

www.ufi.org