

Rome to host the UFI Global CEO Summit in 2020

- Leaders to discuss core agenda for the exhibition industry for 2020
- Invitation-only event serves as annual global industry curtain-raiser

Paris, 3 July 2019 - The UFI Global CEO Summit 2020 (GCS) is the exhibition industry’s global annual curtain-raiser event for C-level executives. In 2020, it will be hosted by Fiera Roma in Rome (Italy) from 5-7 February at the prestigious Hotel Palazzo Naiadi.

Last year, the sold-out event in London (UK) brought together 100 top industry leaders from 34 countries.

“Our Global CEO Summit events are well known for top-level content, dialogue, and excellent networking – all in a relaxed environment. This is the first time that UFI has organised its Global CEO Summit to take place in Rome,” says Craig Newman, UFI President.

“Work on the programme is already underway to deliver an attractive combination of sessions and networking opportunities with peers. A new UFI member, Fiera Roma, will be hosting our GCS Gala Night,” comments Kai Hattendorf, UFI MD and CEO.

The Global CEO Summit is an invitation-only event for CEOs and C-level executives from international exhibition organisers and venue operators. The number of participants is limited to allow for an intimate atmosphere. The programme features a variety of panels, interactive sessions, and a broad scope of networking opportunities.

Below pictures:

- Hotel Palazzo Naiadi, home of the UFI Global CEO Summit 2020.
- Pietro Piccinetti, CEO of Fiera Roma (left), shakes hands with UFI Managing Director Kai Hattendorf, a sign of his support as host for the Global CEO Summit 2020.



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 52 national and regional association members. Around 800 member organisations in about 90 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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