

UFI announces new media partnership agreement with Eventos Latinoamericanos, a major MICE publication in Latin America

Paris – 24 July 2019: UFI, the Global Association of the Exhibition Industry, has signed a new media partnership agreement with Eventos Latinoamericanos. Based in Uruguay, this leading publication is specialised in the meetings and incentive market in Latin America, the Caribbean and Spain.

Thanks to this collaboration, exhibition industry professionals in Latin America, the Caribbean and beyond will receive regular updates on venues and international events in these regions. Furthermore, this partnership will raise awareness about UFI's work and activities, as well as promoting and informing others about the exhibition industry in Latin America. It will also generate networking opportunities and share the latest UFI research and information.

UFI's collaboration with Latin America officially began in 2013 with the creation of a regional chapter. Since then, a successful and professional exhibition industry has developed in the region. In September 2018, the association held its inaugural Latin American Regional Conference in Mexico City, and it will hold the UFI Latin American Conference 2020 in Buenos Aires on 20-21 April 2020.

Kai Hattendorf, UFI MD/CEO, comments, "We are delighted to begin this new partnership with Eventos Latinoamericanos and to strengthen the way in which our two organisations cooperate and engage with each other. The growing exhibition industry in Latin America has anticipated an increased need for international connections. Partnerships like the one we are announcing today are a vital part of this. As the Global Association of the Exhibition Industry, we are happy to connect industry professionals with our global UFI community."

Sergio Baritussio, CEO of Eventos Latinoamericanos, comments, "For Eventos Latinoamericanos, it is an honour to join UFI media partners in Latin America. Since we started almost twenty years ago, we have placed our trust in the international market of fairs and meetings, promoting Latin America and the Caribbean as a main destination for international events. This has led us to make alliances with different regional and global organisations, such as SITE South America, ICCA and its Latin American Chapter, AIPC, and IAPCO. We were able to do this with the promotion and support of the sector's international fairs, such as FIEXPO Latin America, IBTM World, IMEX Frankfurt and IMEX Las Vegas, among others."

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. Almost 800 member organisations in 89 countries around the world are presently signed up as members. Over 1000 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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