

## UFI names Naji El Haddad new Regional Manager for Middle East-Africa region

**Paris - 11 September 2019:** UFI, the Global Association of the Exhibition Industry, has named Naji El Haddad as the association's new Regional Manager for the Middle East-Africa region.

El Haddad follows on the work of by Nick Savage, who is handing over the baton for personal reasons, and will work out of the association's regional office in Dubai, UAE.

"We are delighted to welcome a senior industry professional like Naji to join the global UFI team, raising the profile of the exhibition industry and creating even more value for our members", **says Sonia Thomas, UFI's Director of Operations / COO.**

El Haddad brings over ten years of industry experience in the Middle East region to his new position where he has worked as a Group Event Director for Reed Exhibitions and as an independent event consultant.

The UFI Regional Office's main role is to serve the members of the association in the Middle East and Africa, reporting to the Paris headquarters of the association. Earlier this year UFI hosted and ran a highly successful Regional Conference in Dubai, UAE.

2020 will be a major year for the UFI MEA Chapter, as the association's flagship event, the UFI Global Congress, will be held at the Oman Convention & Exhibition Centre in Muscat, Oman, from November 9 – 12, 2020.

Besides the association headquarter in Paris, France, which also serves as the European Office, UFI is operating regional offices in Hong Kong, China (for Asia-Pacific), Dubai, UAE (for Middle East-Africa), and Bogota, Colombia (for Latin America) in addition to presences in Brussels, Belgium (through the EEIA) and Shanghai, China (UFI China Service Centre).

**Attachments:** Photo: Naji El Haddad appointed as UFI MEA Regional Manager

\*\*\*

*About UFI – The Global Association of the Exhibition Industry: UFI is the leading global trade 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.*

For more information, please contact:

UFI Headquarters,

Justine Evans, UFI Marketing and Communications Manager

Email: [justine@ufi.org](mailto:justine@ufi.org)

Tel: +33 (0)1 46 39 75 00

[www.ufi.org](http://www.ufi.org)

