

# Géraud de Dieuleveult joins UFI as Business Development Manager

**Paris – 21 October 2019:** Géraud de Dieuleveult has joined UFI, the Global Association of the Exhibition Industry, as Business Development Manager. Géraud follows on the work of Nick Dugdale-Moore, who was recently appointed Regional Manager Europe at UFI.

Géraud brings over eleven years of exhibition industry experience to his new position. In 2008 he started as a sales manager for Reed Midem before moving to Berlin. There he led business development activities in Africa, Europe, and North America. His international career path includes eight years in Germany before returning to France as a sales manager for Comexposium.

Géraud's extensive experience in sales and sponsorship within the exhibition industry is an essential asset to UFI activities in serving the association's member community globally.

As Business Development Manager, Géraud will liaise with UFI Members and exhibition industry stakeholders to increase their visibility and build networking opportunities within the industry. Géraud's first challenge is coming very soon, as the UFI's 86th Global Congress will take place at the beginning of November in Bangkok, Thailand.

"We would like to extend an enthusiastic welcome to Géraud as he joins the UFI global team. We are happy to welcome someone of Géraud's caliber to our team. Géraud's extended industry knowledge will be a definite advantage in providing ever more value to UFI membership, and to the industry as a whole", **says Sonia Thomas, UFI's Director of Operations / COO.**

**Attachments:** Photo: Géraud de Dieuleveult, UFI Business Development Manager

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*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.*

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