

UFI and OCEC announce launch of first Exhibition Management Degree Programme in Oman

Paris/Muscat 28 October 2019: UFI, the Global Association of the Exhibitions Industry, and the Oman Convention and Exhibition Centre (OCEC) are delighted to announce the launch of the first Exhibition Management Degree (EMD) Programme in Muscat (Oman). The internationally renowned education programme for professionals in the exhibition industry will run from 26-29 January 2020.

Through its strong international presence, UFI, The Global Association of the Exhibition Industry, offers extensive networking and education opportunities, empowering members to generate business growth. UFI's reputation for excellence, coupled with partner collaboration, enables industry professionals to reinforce their competencies and skills through UFI's globally recognised quality educational programmes. One element of this programme is the UFI-Exhibition Management Degree (UFI-EMD), the international certification for exhibition management.

Established in 2010, in association with the University of Cooperative Education in Ravensburg, Germany, UFI created the "Exhibition Management Degree (EMD)" to train exhibition industry professionals to meet tomorrow's event management demands. The EMD has gained recognition and value throughout the exhibition industry and around the globe. Currently, over 500 graduates from 30+ countries hold the degree.

UFI and OCEC identified a need for and recognised the benefits of this blue ribbon programme. The UFI-EMD in Muscat consists of four modules and totals 150 hours of on-site courses and e-learning sessions led by a highly acclaimed team of international instructors and exhibition industry experts.

The programme is designed for organisers of international exhibitions, owners/operators of exhibition centres, associations and government institutions. Participants can upgrade their management qualifications and skills to optimise business competitiveness while implementing international exhibition and convention management standards. Additional benefits include improving customer satisfaction and strengthening the planning and production of trade shows, conventions and events.

"Just this year, UFI calculated the economic impact and the size of the exhibition industry around the world. In the Middle East, the industry serves 125,000 exhibiting companies at trade shows that welcome 6.3 million visitors while supporting more than 31,000 jobs," **says Naji El Haddad, UFI's MEA Regional Manager.**

"Exhibitions add 1.4 billion USD to the Middle East economy and there is a lot of potential to grow this further. This growth depends on having qualified and educated staff and management and it is here that UFI supports with a portfolio of respected education programmes", **said Said Al Shanfari, CEO of the Oman Convention & Exhibition Centre (OCEC).**

More information on the Oman EMD programme is found here: ufi.org/education/exhibition-management-degree/ - or by contacting the UFI regional office at mea@ufi.org.

Editor's Notes

About OCEC – The Oman Convention & Exhibition Centre (OCEC) is located in its own fully integrated precinct only four kilometres from Muscat International Airport. The design of the Centre ensures a flow of the meeting spaces to suit the most discerning conference and exhibition organisers. It also incorporates expansive concourse areas to enable ease of large delegations with floor to ceiling windows overlooking landscaped gardens and water features.

The OCEC features the Madinat Al Irfan Theatre which seats 3,200 and 456 Auditorium, while the five exhibition halls feature 22,396 square metres of indoor column-free exhibition space. Hall 1 acts as a multi-purpose space for plenary sessions, concerts, performances and gala dinners on a larger scale. Halls 1 & 2 combined can seat over 10,000 seated in theatre-style.

The OCEC also includes an additional 20 meeting rooms for 25-360 delegates, the Grand Ballroom seats up to 1,100 guests in banquet style, the Junior Ballroom seats up to 540 guests for a banquet, 10 hospitality suites, and a VIP Pavilion. In total the Centre offers over 55 meeting space options plus a multi-storey car park with a capacity for 4,000 vehicles.

The Precinct provides the infrastructure necessary to host successful international, regional and local events and is there for the enjoyment of delegates, visitors and the local community. The precinct includes a JW Marriott Hotel (five star) linked to the Convention Centre, Crowne Plaza Hotel (four star). A business park, surrounded by a nature reserve, which is a haven for Oman's exotic birdlife, together with parklands and a wadi (valley), are also part of this picturesque precinct.

For more information please contact:

Ms. Manal Al Kiyumi, Marketing & Communications Manager

malkiyumi@ocec.om

+968 2423 3849

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

justine@ufi.org

+33 (0)1 46 39 75 00

www.ufi.org