

Informa Markets Declared Winner of the 23rd International Fair Poster Competition

Paris/ Plovdiv – 02 October 2019: The jury of the 23rd International Fair Poster Competition, in collaboration with UFI, has announced this year's Grand Award winner. In the first place, Informa Markets in India was recognised for its "Calling Bell" poster, created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer.

The annual International Fair Poster Competition celebrates the most remarkable posters produced by tradeshow organisers around the world. Initiated by International Fair Plovdiv (Bulgaria) in 1997, and joined by UFI, the Global Association of the Exhibition Industry, in 2003, it is known as the ultimate unique competition for rewarding artwork and design. This year we received 50 entries from 11 exhibition organisers in nine countries.

The jury evaluated all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic.
- The design concept.
- Integrity and original presentation of the event's technical parameters, dates, venue, and exhibition name.

"It is an honour and a privilege to have won the first position along with the 2nd and 3rd runners up prize at the 23rd International Fair Poster Competition especially soon after the new identity of our company Informa Markets in India (formerly UBM India). 'Food & Hotel India' and IFSEC India by Informa Markets in India both bring the best products, solutions and experiences that the corresponding industries can offer its stakeholders," **says Yogesh Mudras, Managing Director for Informa Markets in India.**

"We are proud that our poster "Poznan Game Arena" in MTP Poznan Expo received the UFI Award for second place. Through the design and conceptualisation of the image, we wanted to convey the far-reaching and innovative global sector of playing and gaming the fair represents," **Łukasz Wołonkiewicz, Poznań Game Arena Director.**

The complete list of awarded posters is as follows:

Grand Award 1st place winner: Informa Markets – Food & Hotel India 2019 – created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer

2nd Place Poster: Poznań Game Arena in Poznań International Fair – International Fair Poznań, created by Miszu Design studio, designer Marek Bajon.

3rd Place Poster: Fiera Di Roma – Roma moto days – created by Drudi Performance, Designer Aldo Drudi

Runner ups:

1. "International exhibition for wines, spirits and accessories" – Inter Expo Center-Sofia, created by Lada Yankova, Inter Expo Center Ltd.
2. " IFSEC India 2019", Informa Market, created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer
3. "Food & Hotel India 2019", - poster " Popping the bottle", Informa Markets, created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer

At the 86th UFI Global Congress to be held on 6-9 November 2019 in Bangkok (Thailand), the Grand Award winner will receive from Ms Hristina Koleva Director and Mr Emil Zahariev- Marketing and International Cooperation Manager from International fair Plovdiv- a unique statuette created by Bulgarian sculptor Yanko Nenov. All winners will receive certificates.

Attachments: Photo: Informa Markets – Food & Hotel India 2019 – "Calling Bell" poster

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

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

www.ufi.org



The best food
and hospitality
opportunities,
served hot.



Presenting India's truly international premium food and hospitality trade show – FHIn 2019.

18 19 20 September, 2019.

Bombay Convention & Exhibition Centre, Goregaon, Mumbai.