

Registration open for UFI Asia-Pacific Conference in Macau

- The event takes place in Macau from 5-6 March
- The theme of the conference is “Thriving in Challenging Times”.
- The focus will be on solutions to overcome regional challenges facing the exhibition industry.
- Early bird rates apply until 23 January 2020.

Paris, 9 December 2019: UFI, the Global Association of the Exhibition Industry, has opened registration for the 15th UFI Asia-Pacific Conference with the theme “Thriving in Challenging Times”. The Macau Fair & Trade Association is hosting this event from 5-6 March in Macau (China). Open to all exhibition industry professionals, the conference will address the instability, upheaval and changes that are testing our industry in the region more than ever. It will offer solutions for delegates to grow and develop their business under these circumstances.

The day before the UFI Asia Pacific Conference, the third edition of the Digital Innovation Forum, also hosted by the Macau Fair & Trade Association, takes place on 4 March 2020. The theme of this one-day event “Expert’s Input on Digital Innovation”. Experts from the exhibition industry and outside industries will share experience and concepts for more digital, data-driven and customer-focused organisations.

Participants can benefit from early bird registration for either both or one of these events until 23 January 2020.

Over 300 delegates from 22 countries and regions attended the 2019 edition of the UFI Asia-Pacific Conference in Tokyo, making it the biggest of its kind in the event’s 14-year history.

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in Europe, Asia-Pacific, the Middle East and Latin America, as well as the UFI Global Congress. The UFI Asia-Pacific Conference takes place in March each year and brings together industry professionals from all over Asia and beyond.

“We are excited to bring the 15th edition of the UFI Asia-Pacific Conference back to Macau. This event was last held in Macau in 2008, and much has changed in Macau and the region since then. This event has gone from strength to strength, and we expect more than 300 delegates this year from around the region. In terms of content, networking and learning opportunities, the UFI Asia-Pacific Conference is unmatched. We look forward to another successful event next March,” **says Mark Cochrane, UFI Asia-Pacific Regional Manager and BSG Managing Director.**

Participants can now secure their place online at ufi.org/macau2020/.

Attachments: Visuals – [Key visual for the 15th UFI Asia-Pacific Conference](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the 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 more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 1,000 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