

Registration opens for UFI European Conference in Gothenburg

- The event takes place in Gothenburg from 3-5 June
- The theme of the conference is “Innovative and Sustainable Events – a Recipe for Success”.
- The focus will be on the growing role innovation and sustainability play in events
- Early bird rates apply until 3 April 2020.

Paris, 13 December 2019: UFI, the Global Association of the Exhibition Industry, has opened registration for the UFI European Conference with the theme “Innovative and Sustainable Events – a Recipe for Success.” Open to all exhibition industry professionals, the programme will focus on the elements required for organising sustainable and innovative events. The event will take place at The Swedish Exhibition & Congress Centre in Gothenburg, Sweden, voted the most sustainable city in the world for four consecutive years.

Organisers with market-leading shows who have reinvented themselves to stay on top will head the programme, joined by smaller organisers who are adopting more innovative and creative approaches to launch into a crowded marketplace. In addition, companies from outside the exhibition industry will share how they addressed these developments, and delegates will be able to explore these topics in more depth during workshop-style Deep Dive sessions.

Before the UFI European Conference, the UFI HR Forum will take place on 2-3 June. This event provides all exhibition industry professionals with tools to gain insight into incorporating a robust corporate culture and gaining a competitive advantage. This forum is for HR and business development professionals from the exhibition industry that wish to learn about a more integrated approach to future professional and business success.

Participants can benefit from early bird registration for these events until 3 April 2020.

The UFI European Conference is the most international gathering of European exhibition industry leaders, with delegates also coming from Asia and the Americas. Around 300 delegates from 28 countries attended the last edition of the UFI European Conference with the accompanying Forum events in Birmingham, UK.

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

“The UFI European Conference is a must-attend event for exhibition industry professionals who work internationally. We are working hard to deliver an excellent programme and content, and as always we will make sure there are lots of informal networking opportunities as well. If you have not attended a UFI event before please join us in Gothenburg next year!” **says Nick Dugdale-Moore, UFI European Regional Manager**

Participants can now secure their place online at ufi.org/gothenburg2020.

Attachments: Visuals – [Key visual for the UFI European 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.

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