

Registration opens for UFI Latin American Conference in Buenos Aires

- The event takes place in Buenos Aires, Argentina, on 20-21 April 2020.
- The theme of the conference is “Navigating Uncertainty”.
- The focus will be on the forces driving change in the region and the opportunities this change presents.
- Early bird rates apply until 20 February 2020.

Paris, 16 December 2019: UFI, the Global Association of the Exhibition Industry, has opened registration for the 2nd UFI Latin American Conference with the theme “Navigating Uncertainty”. Open to all exhibition industry professionals, an immersive two-day programme will focus on regional specific topics including digital impact, the future of venues and events, talent management, market opportunities in the region. Participants will have the opportunity to discuss common strategies for different realities in Latin America. La Rural, Predio Ferial de Buenos Aires, will host the two-day event.

The event will be collocated with the 17th Expo Eventos Latinoamerica, one of the major exhibition industry events in the region. With support from regional association members AOCA, AMPROFEC, UBRAFE and AFIDA, this major industry event will bring together colleagues from the Latin-American region in 2020.

Participants can benefit from early bird registration for either both or one of these events until 20 February 2020.

Delegates from 16 countries and regions attended the first edition of the UFI Latin American Conference in Mexico City, Mexico. UFI currently has over 800 members across the globe. Latin America accounts for 52.

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 Latin American Conference brings together industry professionals from all over the region and beyond.

“With the success of the first Latin American Conference in Mexico, we are looking forward to this second edition in Buenos Aires. As the exhibition industry grows in the region, UFI is striving to support our members and help increase industry growth in the region. This conference is just one example of the support UFI provides to industry and associations in the region.” **says Ana Maria Arango, UFI Latin America Regional Manager.**

Participants can now secure their place online at ufi.org/buenosaires2020.

Attachments: Visuals – [Key visual for the 2nd UFI Latin American 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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