

## UFI Latin American Conference postponed New dates to be confirmed shortly

*Paris / Bogota* – 16 March 2020: Due to the ongoing COVID-19 coronavirus pandemic, the UFI Latin American Conference is postponed; the new dates will be confirmed as soon as possible. The co-located events Expo Eventos by AOCA and the AFIDA Congress are also postponed.

“Our thoughts go out to everyone involved in the exhibition industry across the region at this difficult time - the crisis is not just affecting our businesses, but also our lives. However, we are strong and will get through this together. Thanks to our hosts for their continued kind co-operation; we are looking at new dates together and will keep everyone informed in the days to come ,” states Ana Maria Arango, UFI Regional Manager for Latin America.

“UFI remains fully committed to supporting the industry in the weeks and months ahead. As COVID-19 continues to pose new challenges, we are adapting our focus, to identify how we can help share best practices in these exceptional circumstances, and how we as an industry can actively lobby our respective policymakers for appropriate support“, says UFI Kai Hattendorf, UFI CEO. There are examples of countries who are leading the way in this regard, with positive news from Denmark, Germany and Hong Kong as well as coordinated efforts to petition the respective governments of the USA and UK.

UFI is working closely with AOCA and AFIDA on identifying new dates for the UFI Latin American Conference, Expos Eventos and the AFIDA Congress at the Buenos Aires Convention Centre (CEC). We are very much looking forward to meeting with our colleagues from across Latin America and around the world in Buenos Aires as soon as possible.

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**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, Email: [media@ufi.org](mailto:media@ufi.org) Tel: +33 (0)1 46 39 75 00