

## UFI launches “UFI connects” online sessions

- Designated programming to support industry professionals during COVID-19 pandemic
- Session, Talks and Panels for exhibition and industry professional to be hosted and streamed globally
- Sessions will be open free of charge for industry professionals

Paris, March 30 – As the COVID-19 pandemic keeps exhibition industry professionals apart, the need to talk, to discuss, and to learn is bigger than ever.

In response to this, UFI, the global association for the exhibition industry, is launching “UFI connects”, a series of regular talks, sessions, and panels that will take place online.

“As our industry’s global association, we are working to support our members and the industry at large through this unique time. The recovery of the world’s economies will rely on our companies, our skills: We will need to build and run the market places and the meeting places for industries and expert to come together again. UFI connects is a way to stay connected, to get through this pandemic, and to be ready for the time afterwards“, says Mary Larkin, UFI President.

“UFI connects” will provide a schedule of regular talks, panels, and webinar sessions – organized by the UFI team and the UFI community. The programme will also feature selected sessions from previous UFI event that are normally only available to members of the association. Access to all sessions will be free of charge for industry professionals.

First sessions are focusing on the impact the COVID-19 pandemic is having on the exhibitions and events industry in various regions around the world.

Hundreds of industry colleagues signed up for the initial sessions:

- Focus on Latin America session that included updates and insights from Pepe Navarro (Tarsus Mexico), Fernando Gorbaran (Messe Frankfurt Argentina) and Ana Maria Arango (UFI Regional Manager LatAm).
- Focus on Asia, included updates and insights from Aloysius Arlando (SingEx Holdings, Singapore), Michael Duck (Informa Exhibitions Asia, HongKong), Anbu Varathan (BIEC, Bangalore), and Michael Kruppe (SNIEC, Shanghai), moderated by Mark Cochrane (UFI Regional Manager Asia/Pacific).

This week will see a live session on the situation in Middle East & Africa, and other programming. The hub for this evolving programming is a designated area on the UFI website at [www.ufi.org/uficonnects](http://www.ufi.org/uficonnects). Schedules and programme announcements will be posted there. Exhibition industry professionals will also have the opportunity to re-watch previous episodes and programmes from there.

“The content we provide and deliver at our UFI events around the world are one of our association’s biggest assets. While our regular events and educational programmes cannot take place as usual, ‘UFI connects’ is our way to continue to deliver”, says Kai Hattendorf, UFI CEO and MD.

(...)

**Below visual:** UFI connects visual



**ufi** The Global Association of the Exhibition Industry  
**connects**  
 Talks / Sessions / Panels

An online programme for exhibition and event professionals around the world

For more information, go to:  
[ufi.org/uficonnects](https://ufi.org/uficonnects)

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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.

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