

UFI Asia-Pacific Conference goes to Melbourne in 2021

- First ever UFI Event to be held in Australia

Paris / Melbourne – 28 May 2020: Despite the challenges of the COVID-19 pandemic, UFI is looking ahead to brighter days in 2021. The Global Association of the Exhibition Industry will bring its Asia-Pacific Conference to Australia.

The UFI Asia-Pacific Conference in 2021 will be held in Melbourne at the city's iconic venue, the Melbourne Convention & Exhibition Centre ([MCEC](#)). The conference will also be supported by the Exhibition & Event Association of Australasia ([EEAA](#)) and the Melbourne Convention Bureau ([MCB](#)). Typically, this event attracts 250 to 300 delegates from leading event organisers and venues across Asia and UFI expects a similar turnout in 2021.

UFI's Asia-Pacific Conference has become one of the exhibition industry's most important gatherings for learning and networking in the region. It features two days of networking and learning as well as co-located meetings such as that of UFI's Marketing Committee or its Association Committee meetings. Other activities held onsite typically include a venue tour, a meeting of the members of UFI's Asia-Pacific Chapter, a welcome reception for all delegates, city tours and much more.

The dates will be confirmed in the coming weeks, but the UFI Asia-Pacific Conference is typically held in late February or early March.

Kai Hattendorf, UFI's CEO, stated, "The entire UFI community is excited to bring our annual Asia-Pacific conference to Australia and we are particularly pleased that MCEC will be our host in 2021. MCEC was expanded and improved in 2018 and now with 39,000 m² of exhibition space, MCEC is the largest exhibition venue in Australia. UFI also has a long history of a strong working relationship with EEAA and we look forward to working closely with the association to put on a successful conference in 2021."

Peter King, CEO of MCEC, stated, "MCEC is delighted to be the first Australian venue to host the UFI Asia-Pacific Conference in 2021. This leading event couldn't come at a more crucial time and whatever the world looks like on the other side of COVID-19, bringing our industry together to create connections and knowledge share, will help make sure the exhibition industry plays an important role in the global economic recovery. Together with our partners we look forward to welcoming the UFI community to Melbourne and ensuring they experience the very best of our city."

For an overview of UFI events around the world, please go to www.ufievents.org.

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 Tel: +33 (0)1 46 39 75 00

About MCEC – Melbourne Convention and Exhibition Centre: MCEC is Melbourne's destination for big ideas and inspirational events. Hosting more than 1200 events each year, MCEC is internationally renowned for its incredible range of spaces, innovative design and jaw-dropping food. At MCEC, we're passionate about creating inspirational environments. We do this by delivering a personalised service and partnering with our customers to offer ideas, insights and imaginative solutions. We tailor every experience because we realise it's the little details that make all the difference. Our venue is distinctly Melbourne and we've been inspired by the creative, cultural and diverse delights of the city we call home. Learn more at www.mcec.com.au.