

Mina El Fazazi joins UFI as Head of Global Marketing and Communications

Paris – 7 May 2020: UFI, the Global Association of the Exhibition Industry, has named Mina El Fazazi as Head of Global Marketing and Communications.

Mina El Fazazi brings over 15 years of communications and marketing experience to her new position. She has a solid background within the exhibition industry (in both BtoB and BtoC trade shows) through her previous roles at Reed Midem, Reed Expositions France, Comexposium and SAFI.

Her extensive experience in communications and marketing at an international level is an asset to promote UFI activities to the association's member community globally. Throughout her career, Mina has always valued face-to-face events and she perfectly understands the importance of bringing people together for mutual business.

As Head of Global Marketing and Communications, Mina will market and promote the products and services UFI continues to deliver to its members and the exhibition industry as a whole.

Sonia Thomas, UFI Director of Operations /COO, comments: "We are delighted to welcome a senior industry professional like Mina to join the UFI Team. We are confident that Mina, with her very solid marketing and communications experience in the exhibition industry, will contribute to our mission to serve both our members and the industry."

Mina takes over the role from Justine Evans who previously managed UFI's Marketing and Communications activities.

Attachment: Photo: Mina El Fazazi, new UFI Head of Global Marketing and Communications

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

