

DWTC and MCH Group to host UFI's Globalised Congress this year

- Dubai World Trade Centre (DWTC) to host UFI on site in Dubai from 15-16 November
- MCH Group to host UFI on site in Basel from 18-20 November
- Digital platform will connect on-site and online programming across six days

Paris – 24 September: UFI, the Global Association of the Exhibition Industry, is pleased to announce the two congress hosts of the physical congress locations. The two on-site events will be hosted by Dubai World Trade Center (UAE) and by MCH Group (Switzerland).

After having decided to adjust the format of this year's Global Congress to a 'globalised' and hybrid approach, two destinations were chosen to enable a face-to-face event in two UFI regions, besides the digital sessions and networking. The UFI Global Congress 2020 will take place on-site in two different destinations as well as online over the course of six days:

- An on-site event in Dubai, UAE, from 15-16 November
- Dedicated online sessions from Asia-Pacific and Americas, from 17-18 November
- An on-site event in Basel, Switzerland, from 18-20 November
- And online in parallel throughout the week from 15-20 November

Jonas Scharf; Managing Director Venues; MCH Messe Basel AG said: "Our motto: Reloading Live! It is very important for us to prove that we are able to ensure the highest level of safety for all participants under these actual circumstances without compromising what we are best in: First Class Experience Marketing."

Trixie LohMirmand, Executive Vice President of DWTC, adds: "We are delighted to be the Host of the 87th UFI Congress for the MEA region. After the Dubai Tourism announcement of the resumption of local and International exhibitions and events 1st October, Dubai World Trade Centre is excited to kick off the year-end season with eight events, live, across the tech and lifestyle industries. We are strategically positioned to resume business with the highest standards of safety. The Congress is an occasion for us to showcase our world class health precautionary approach to the industry experts who will be in attendance, physically and virtually."

Kai Hattendorf, Managing Director and CEO at UFI, said: "Like our members, we have to adapt to changing circumstances on an almost daily basis, as we work to put together this year's UFI Global Congress. This event is there to bring our industry's global community together – something that is needed now more than ever. The whole UFI team is grateful for the support we receive from so many members, who are helping to make this possible. Top of this list are our hosts: MCH and DWTC. They're not only providing their venues, but are bringing their experiences and passion. We could not do this event without their support."

Participants can secure their place now at www.ufievent.org/uficongress2020/ and benefit from a [risk free registration](#). Sign-up options include on-site attendance at one or both physical events in Dubai and/or Basel, as well as digital attendance via UFI's digital platform.

Open to more than 50,000 industry professionals globally who work for UFI member companies, UFI's Global Congress is known as the exhibition industry's largest global meeting of the year, combining international networking with unique content. It is an opportunity to gain insight into topics of strategic interest, as well as into the trends and challenges that the exhibition industry is currently facing.

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 88 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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