

## MBB and UFI team up to drive the development of the Exhibition Think Tank Club

Paris/London – 6 October 2020: In just a few months, the Exhibition Think Tank Club (ETTC) has evolved into a vibrant international e-platform for exhibition industry professionals. To drive the future growth of this platform, UFI, the Global Association of the Exhibition Industry, is joining the project, which was originally launched by MBB-Consulting Group.

Together, UFI and MBB will widen the reach of the platform to enable more industry professionals to network, debate and participate in ETTC projects. As part of this collaboration, UFI member companies can register selected colleagues as ETTC Gold Members.

“We are extremely proud that UFI is joining us on the journey to further develop the Exhibition Think Tank Club. In the last few months, we have seen how important networking and international collaboration can be for our industry. We are facing a time in which we need to be proud and confident about the benefits trade shows generate for our customers, whilst also developing our services to meet their future needs. The Exhibition Think Tank Club is a perfect platform to stimulate the necessary collaboration, and we could not find a better partner than UFI to push this positive mission forward,” says Matthias Tesi Baur, founder and CEO of MBB-Consulting Group.

“It is a part of UFI’s mission to connect people in our industry, to foster dialogue and development. And in a COVID-19 world, we’re focusing on doing this digitally. After the successful launch of the UFI connects programme, our partnership with the Exhibition Think Tank Club is another way UFI can serve our industry. UFI members benefit, as they get free access to valuable Gold Memberships for selected staff. And everyone in the ETTC benefits, because as the community grows, so do opportunities to connect and work together within the global exhibition community,” says Kai Hattendorf, Managing Director and CEO at UFI.

The Exhibition Think Tank Club is a global Exhibition Industry e-platform to network, discuss and continue to help the industry to move forward. It brings together industry peers from different sectors and countries to share their expertise, vision and insights.

ETTC members get access to online discussions, sprints and think tanks, which are a perfect platform to exchange views and ideas in a structured way. Sprints and think tanks often involve breakout group work, which take networking opportunities further. The ETTC also runs focus groups, which members can join, on six core industry topics, including the value proposition, digital and AI, and people and skills.

Whilst many services are accessible via free membership, Gold Members enjoy exclusive access to a wide range of reports, innovative “Netucation” sessions, which provide learning opportunities through a virtual networking platform, the Gold Member Lounge and more. Individual, team or company membership options are available.

Click [here](#) for more information on the Exhibition Think Tank Club.

Attachment:

[- Exhibition Think Tank Logo](#)

**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. For more information, please contact: UFI Headquarters: Email: [media@ufi.org](mailto:media@ufi.org) Tel: +33 (0)1 46 39 75 00 or [www.ubi.org](http://www.ubi.org)