

# Dates and formats announced for UFI Spring Conferences 2021

- UFI Asia-Pacific Conference will take place online on 20 May
- UFI MEA Conference will take place on site in Dubai, UAE, on 26 May
- UFI European Conference will take place online on 9-10 June

Paris – 4 March 2021: UFI, the Global Association of the Exhibition Industry, is pleased to announce the dates and formats of its 2021 regional spring conferences around the world. With COVID-19 related global travel restrictions expected to continue over the coming months, the association will offer a mix of digital and face-to-face events as follows:

- UFI Asia-Pacific Conference – 20 May, 2021 – online
- UFI MEA Conference – 26 May, 2021 – on site in Dubai, UAE
- UFI European Conference – 9-10 June, 2021 – online

UFI is committed to holding regional conferences this spring, in line with the association’s mission and responsibility to connect and bring together the exhibition industry community. Over the years, UFI Regional Conferences have become highly rated and relevant gatherings for learning and networking in the regions.

Kai Hattendorf, UFI’s CEO and Managing Director, says: “UFI is witnessing the need and request from the industry to meet again. We are thrilled to offer the MEA Conference as an in-person event in Dubai, given the fact that business events resumed there in December 2020. However, the ongoing pandemic situation and the existing travel restrictions both across the Asia-Pacific region and Europe have led us to run the respective conferences there as online events.”

Led by the respective UFI Regional Directors, the various events will include a variety of different formal and informal elements, where members can network and share ideas. Exhibitions and trade fairs in the post-COVID-19 era will play a crucial role in the economic recovery at a local and regional level and we will need to work together to support each other, as our industry always does.

Registrations for these events will open later this month. You can already pre-register and sign up for updates on the UFI website: [www.ufi.org/our-events/](http://www.ufi.org/our-events/)

An UFI Regional Conference in Latin America is also in preparation. Dates and format for this will be confirmed in the coming weeks.

For an overview of UFI events around the world, please go to [UFI Events Calendar](#).

Attachment:

[- UFI Spring Conferences 2021](#)

**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 83 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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