

UFI Asia-Pacific Conference goes all digital in May

- 15th annual Asia-Pacific Conference to be held on 20 May
- Programme provides insights from industry leaders across Asia

Paris, 27 April 2021: UFI, the Global Association of the Exhibition Industry, has announced that it will hold the 15th UFI Asia-Pacific Conference online on 20 May.

Exhibition industry leaders from over 20 different markets will gather online to discuss and debate life after COVID-19, as well as other pressing issues facing our changing industry in Asia and around the world. The event is open to all industry professionals.

Moderated by Mark Cochrane, UFI Regional Director for the Asia-Pacific region, the event will offer members the opportunity to network and share ideas. The conference will also host [a strong line-up of speakers from around the region](#).

Keynote speaker **Margaret Ma Connolly**, President and CEO of Informa Markets in Asia, will share her views on the future of multichannel events and discuss how the Informa Markets Asia portfolio has changed through COVID – and, more importantly, where it's headed.

Wendy Lai, Vice President of Global Sources Exhibitions in Hong Kong, will lead a session on building digital communities. Keeping communities engaged year-round is a challenge for many exhibition organisers, so delegates can look forward to learning some tips and tricks to bring back to their own events.

Pre-pandemic, China was the largest exhibition market in the region and it has been one of the first markets to return to organising events. With that in mind, UFI has invited **Jor Zhou**, CEO China at GL Events, to present "Growth Strategies in China in a Post-Pandemic World".

"The past year has been challenging for UFI members everywhere, but we are starting to see progress as events have restarted in markets like China, Japan and Australia. So we are excited to hold the 15th UFI Asia-Pacific Conference and give the industry a chance to get together and look ahead to better days. We look forward to welcoming everyone at our first all-digital UFI Asia-Pacific Conference," says Mark Cochrane.

Kai Hattendorf, UFI CEO and Managing Director, confirms: "The UFI Asia-Pacific Conference is going all digital in 2021 – at a time when the internet is flush with industry content from countless sources it is ever more important to offer quality. To deliver relevance, [our content-driven line-up](#) here is intentional – this year's event will be the 'one-stop shop' to get all the latest updates and trends from and for the region. With over five hours of new content, networking opportunities and fresh perspectives on where we go post-pandemic, this year's UFI Asia-Pacific Conference is 'all signal, no noise'."

Over the last 15 years, the UFI Asia-Pacific Conference has evolved into the region's most important annual event serving exhibition industry professionals. It brings together industry leaders from organisers, venues, service providers and government bodies.

To register and to see the full programme, visit our website at www.ufiasia.org

Attachment:

- [UFI Asia-Pacific Conference visual](#)

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.

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