

UFI MEA Conference 2021 to be held on 26 May in Dubai, UAE

- First UFI face-to-face event in 2021
- Programme to focus on our industry's future

Paris, 4 May 2021: UFI, the Global Association of the Exhibition Industry, has announced that the UFI MEA Conference 2021 will take place in Dubai (UAE) on 26 May. Hosted by the Dubai World Trade Centre (DWTC), it will be UFI's first in-person event this year.

Trixie LohMirmand, Executive Vice President at the DWTC, says: "Dubai has paved the way in the region for the global re-opening of events, in particular exhibitions, and the DWTC is perfectly placed to host the in-person UFI Regional Conference. As a member of UFI and the global exhibition community, we are mandated to support the industry. This gathering of event professionals from both the private and public sectors across the region is a much-awaited opportunity to re-connect, learn, celebrate our pursuits and exchange on expectations and aspirations for our industry."

Kai Hattendorf, UFI CEO and Managing Director, adds: "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! This year's regional conference is the first face-to-face UFI event in 2021 and will explore what the future looks like for our industry and people."

Led by Naji El Haddad, UFI Regional Director MEA, the conference will host [expert speakers](#) from KSA, Oman, Germany, UAE and other countries across the region. The aim is to deliver world-class content, as well as sharing case studies, lessons learnt, plans and a vision for the future.

His Excellency Helal Al Marri, CEO of the DWTC, will open the event. Delegates will also be briefed by Issam Kazim, CEO of the Dubai Corporation for Tourism and Commerce Marketing (DCTCM), on how the Emirate has safely re-opened for tourism and exhibitions – two industries that the government understands and supports.

Other panellists include:

- Chiara Palieri, Conferences and Exhibitions Advisor at the Royal Commission for Riyadh City, KSA
- Khalifa Al Qubaisi, CCO, ADNEC, Abu Dhabi (UAE)
- Sara Maria Boueri, Senior HR Director at Ras Al Khaimah Tourism Authority (UAE)
- Said Al Shanfari, CEO, OCEC, Oman

What's more, this year will feature two new separate 'Open Mic' sessions. Focusing the conversation on the most important resource in the exhibition industry – the people –there is a panel on 'Women in the Industry', discussing how women empowerment impacts the rehabilitation of the industry, and two Ted-style talks covering human resources, talent acquisition and retention.

“[The programme](#) will offer fresh perspectives on where we go post-pandemic. It’s an opportunity for the business events community to gain insight into topics of strategic interest, including economics, technology, hybrid events, skills and more,” says Naji El Haddad.

We look forward to welcoming everyone in Dubai on Wednesday 26 May, for the UFI MEA Conference, UFI’s first in-person event of the year!

To register and for regular updates, visit our website at www.ufimea.org

For more information on the DWTC, [click here](#)

Attachment:

- [UFI MEA 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.*

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