

UFI European Conference 2021 to take place on 9-10 June

- Programme to provide world-class content and networking opportunities

Paris, 11 May 2021: UFI's European Conference will take place as a digital event this year, on 9-10 June, the Global Association of the Exhibition Industry announces today.

Open to both UFI members and non-members, the UFI European Conference is the region's leading international exhibition industry event. Each year, it serves as a trusted platform to bring together colleagues from across Europe and beyond.

Led by Nick Dugdale-Moore, UFI Regional Director for Europe, this year's event will offer all participants a blend of keynote sessions and expert content, networking, matchmaking and business development opportunities.

The conference will host [a strong line-up of speakers](#), including Philippe Brocart, Managing Director of Maison&Objet, SAFI (France); Anna Dycheva-Smirnova, CEO of Reed Exhibitions UK, Russia, the Middle East and Turkey (Russia); and Olivier Ferraton, CEO of GL Events (France) – who will all discuss their vision of the future post-pandemic. They will be joined by the CEOs of Swapcard, Grip, ExpoPlatform and Info Salons to debate the issue of ownership and guardianship of our customers' data, which is a hot topic right now across the industry.

"We have adapted the conference format to fit in with your working week. It will take place over two afternoons, broadcasting live from 2-6pm CEST, so there's no excuse to miss a single minute. The conference will cover global opportunities from a European perspective. It's the best opportunity for networking and best-practice learning in the industry," says UFI's Dugdale-Moore.

Kai Hattendorf, UFI CEO and Managing Director, confirms: "Our industry is getting ready to re-open over the summer. The UFI European Conference is designed to be the one digital event for our industry that you need to attend in the run-up to the reopening of show floors. As travel across Europe and beyond remains affected, we have gone for a digital-only event to bring everyone together on one platform."

The UFI European Conference typically takes place in May-June each year. It has previously been hosted in Birmingham (2019), Verona (2018), Cologne (2017), Basel (2016), and Istanbul (2015), and is open to UFI members and non-members. The event attracts approximately 300 industry leaders from organisers, venues and service providers.

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

Attachment:

- [UFI Europe 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.

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