

## UFI opens Global Congress 2021 registrations

- The 88th UFI Global Congress will take place in person, from 3-6 November 2021, in Rotterdam, the Netherlands
- It will bring together hundreds of delegates from the global exhibition industry, face-to-face
- Content will focus on the future of the industry in a post-COVID world

Paris – 22 June 2021: Registrations are now open for the UFI Global Congress 2021. Taking place in Rotterdam, the Netherlands, from 3-6 November 2021, it is the “must-attend” annual event for the global exhibition industry. Exclusive to UFI members, hundreds of industry leaders from around the world are expected to attend – travel regulations permitting.

Hosted by Rotterdam Ahoy and Rotterdam Partners, this year’s Congress is the first opportunity to bring the global industry community together, in a face-to-face setting, since COVID-19 lockdowns.

Offering unique content and keynote speakers from inside and outside the sector, the Congress will look at the future of the industry in the post-COVID world. Alongside networking opportunities, attendees will have the chance to celebrate the recovery of the sector, exchange lessons learned, and gain new insights and ideas.

“This year, more than ever, the UFI Global Congress will offer a safe and unforgettable experience. The exhibition industry is an industry where strong human relationships are forged and people do business face to face. We’re looking forward to welcoming industry professionals from all over the world, in person. Let’s shape the future of our industry together, again,” says Anbu Varathan, UFI President.

Participants from UFI member companies can now secure their place at: [www.uficongress.org](http://www.uficongress.org)

The UFI Global Congress takes place in October or November every year, in trade show destinations around the world. In 2019, the event was hosted in Bangkok, Thailand. In 2020, due to COVID-19-related global travel restrictions, the Congress went digital, with programming from Hong Kong, Dubai, London, and Bogota. In 2022, the event will be hosted in Oman.

Open to more than 50,000 industry professionals globally, who work for UFI member companies, the UFI Global Congress is known as the exhibition industry’s largest global meeting of the year, combining international networking with unique content. It’s an opportunity to gain insight into topics of strategic interest, to learn about new trends, and to discuss the challenges facing the exhibition industry.

Attachment:

- [2021 UFI Global Congress 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 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.

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