

## UFI LatAm Conference 2021 to take place on 10-12 August

- Three days of content and networking opportunities
- Sessions in Spanish, Portuguese and English

Paris, 20 July 2021: UFI, the Global Association of the Exhibition Industry, has announced today that its LatAm (Latin America) Conference will take place as a digital event on 10-12 August.

Open to both UFI members and non-members, the UFI LatAm Conference is the region's leading international exhibition industry event. Exhibition industry leaders from the region will gather online and discuss common strategies for different realities in Latin America and beyond.

Led by Ana-Maria Arango, UFI Regional Director for Latin America, this year's conference will offer delegates keynote sessions and expert content, as well as networking, matchmaking and business development opportunities. All sessions will be broadcast live on the conference digital platform in local Colombian time. New this year, all sessions will be in Spanish, with a Portuguese and English translation available. The conference will host [a strong line-up of speakers](#), with over 30 experts and industry leaders from across the region sharing their insights and discussing their vision of the post-pandemic future.

Kai Hattendorf, UFI CEO and Managing Director, comments: "We are very happy to announce this second edition of our regional conference in LatAm. How the future of our industry looks will be a key focus of this year's event. The UFI LatAm Conference is just one example of the support UFI provides to industry and associations in the region."

Ana-Maria Arango adds: "We are excited to hold this event – it's one not to be missed! The conference will cover global opportunities from a LatAm perspective. We have designed a [programme](#) focused on dialogue between participants that is rich in content, aligned with the challenges of the industry and also an opportunity to have some fun."

To register and for regular updates, visit our website at [www.ufilatam.org](http://www.ufilatam.org)

Attachment:

- [UFI LatAm 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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