

Adeline Vancauwelaert joining UFI as new Chief Operating Officer

Paris – 27 January 2022: UFI, the Global Association of the Exhibition Industry, has appointed Adeline Vancauwelaert as its next Chief Operating Officer. Joining on 22 February from global exhibition organiser Comexposium, where she held the role of Event Director, she will be working with the team at UFI's Paris headquarters.

Vancauwelaert's appointment is the result of a global call for applicants, which provided several high-quality candidates from around the world.

Kai Hattendorf, UFI CEO and Managing Director says: "I'm delighted to welcome Adeline Vancauwelaert to the UFI team. She brings a wealth of experience of the events industry, which will prove invaluable as she takes on key responsibilities within our association, managing our Paris headquarters, and overseeing UFI's administration. We can't wait to start working together."

Adeline Vancauwelaert adds: "I'm thrilled to be joining UFI, and to have the chance to bring my experience and expertise to build on the important work being carried out by the UFI team. In these challenging times, UFI has been central to industry advocacy efforts, and has a vital role in keeping the industry informed and connected. I'm looking forward to serving UFI members and the wider industry."

Adeline Vancauwelaert joins UFI from Comexposium, a French-based, global exhibition organiser. As Event Director, she's had a leading role in strategic positioning, team management, and the international development of the SIAL show. At Sopexa, her responsibilities included promoting and supporting the visibility of French brands across international markets. She's also held several senior executive positions. Her broad experience in managing events at an international level will be a vital asset in supporting UFI's global member community.

Adeline Vancauwelaert holds a Master of Business Administration from California State Dominguez Hills, and a Master in Economics from Paris 10 University.

Attachment:

- [Adeline Vancauwelaert portrait](#)

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 780 member organisations in 83 countries around the world are presently signed up as members. Over 900 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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