

## UFI European Conference 2022 taking place from 4-6 May, in Poznań, Poland

- Exhibition industry leaders to meet face to face in central Europe
- Expert content, interactive learning and networking opportunities
- Early bird rates apply until 23 March 2022

Paris, 25 January 2022: UFI, the Global Association of the Exhibition Industry, has today announced the location of its next European Conference, which will take place, in-person, in Poznań, Poland, from 4-6 May.

The event will be held at Poznań Congress Center, which is a key venue for hosts Grupa MTP – who are also celebrating their 100-year anniversary in 2022.

Open to both UFI members and non-members, the UFI European Conference is the leading international exhibition industry event in the region. Each year, it serves as a trusted platform for bringing colleagues together from across Europe and beyond, and will be the industry's first major gathering since the easing of COVID-19 restrictions, building on the success of last November's UFI Global Congress, in Rotterdam, Holland.

Led by Nick Dugdale-Moore, UFI Regional Director for Europe, this year's event will offer participants a blend of keynote sessions, interactive workshops, networking opportunities, and, of course, some UFI magic!

The programme, which will feature speakers and leaders from inside and outside the industry, will be moderated by event MC and speaker DanRam. As well as hosting the world's biggest tech conferences, he's had the honour of welcoming many distinguished guests to his stage, including President Barack Obama.

"I'm excited to be organising our first live European Conference since 2019, in Birmingham. The reactions and emotions of our members when meeting in Rotterdam last November spoke for themselves, and proved how important it is for us to connect face to face. And it's certainly something we've all missed! This year's event will welcome top speakers, the world's best MC in DanRam, new formats such as interactive workshops, and structured networking. And, of course, we will be celebrating the 100-year anniversary of our hosts Grupa MTP, who are keen to provide an unforgettable experience. There are lots of surprises in store, so we encourage everyone to book their place now," says UFI's Dugdale-Moore.

"Being together in this troubled time of the pandemic is of utmost importance. This shows that we are one family that overcomes difficulties together. We are getting ready for our meeting and I guarantee that in May it is worth being in Poznań. I invite all friends of Grupa MTP, all delegates of the 2022 UFI European Conference to our special year, because we are celebrating our 100th anniversary. Be with us, celebrate with us," says Tomasz Kobierski, President of Grupa MTP.

Participants can benefit from early bird registration until 23 March 2022.

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

The UFI European Conference typically takes place in May or June every year. Open to UFI members and non-members, it attracts around 300 industry leaders from organisers, venues and service providers. In 2020 and 2021, due to COVID-19-related global travel restrictions, the European Conference was hosted digitally. It has been previously hosted in Birmingham (2019), Verona (2018), Cologne (2017), Basel (2016) and Istanbul (2015).

Attachment:

- [UFI European 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 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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