

## UFI LATAM Conference 2022 taking place in Buenos Aires, Argentina, on 11-12 May

- Exhibition industry leaders will meet face to face in Latin America
- Expert content, interactive learning and networking opportunities
- Sessions in Spanish, with simultaneous translation in English
- Early bird rates apply until 11 April 2022

Paris, 3 February 2022: UFI's LATAM Conference 2022 will be taking place, in person, on 11-12 May in Buenos Aires, Argentina, the Global Association of the Exhibition Industry announces today.

The event, open to both UFI members and non-members, brings together industry professionals from across the region and beyond. This year marks the second time UFI has organised a physical event in the region, following on from their LATAM Conference 2018 in Mexico City, where 125 industry professionals gathered. The 2020 iteration of the conference, which was originally planned for Buenos Aires, was postponed due to COVID-19 travel restrictions, while the 2021 event was a digital-only format.

Over the last four years, UFI has boosted its reputation and visibility across the region thanks to a number of activities, such as launching its first regional research report 'The Exhibition Industry in Latin America', advocating for the industry at regional events, and encouraging its Latin American members to participate in the UFI awards (resulting in regional winners in 2019, 2020 and 2021). All of this has helped UFI to increase its regional membership by 25%.

This year's event is hosted at Centro de Convenciones de Buenos Aires, CEC, and will be part of a robust project aiming to promote Argentina and Buenos Aires as noteworthy MICE destinations. To support this, host AOCA is co-organising the Buenos Aires MICE Week, along with the City of Buenos Aires and the Ministry of Commerce of Argentina. This three-day celebration provides an opportunity to visit the Meet Up Argentina event and exchange ideas with Latin American colleagues from AOCA, AUDOCA, PCMA, MPI, COCAL and, of course, UFI.

The UFI LATAM Conference has become one of the exhibition industry's most important gatherings for learning and networking in the region. This year's event will offer participants a blend of keynote sessions, interactive workshops and networking opportunities!

Led by Ana-Maria Arango, UFI Regional Director for Latin America, the programme will feature speakers and leaders from inside and outside the industry, and offer sessions in English and Spanish.

"We promise that our LATAM Conference 2022 is not to be missed! Focusing on global opportunities from a Latin American perspective, we've designed a programme that prioritises rich content and high-quality dialogue between participants, is aligned with the challenges of the industry, and provides the opportunity to have some fun," says UFI's Ana-Maria Arango.

Fernando Gorbarán, CEO of Messe Frankfurt Argentina and President of AOCA, adds "It is an honour for AOCA Argentina to host the UFI LATAM Conference 2022. We are excited to bring together hundreds of experts from across the world, and to share news and trends from our industry. As we've all been preparing ourselves for whatever the future holds, now, more than ever, we can reinforce the message that 2022 will be the year we reactivate our industry – and we understand that this can only be achieved together."

Participants can benefit from early bird registration until 11 April 2022.

To register and for regular updates, visit our website: [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 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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