

UFI launches first ever Asia-Pacific Week, from 28 March to 1 April

- Event series will take place across Asia
- Member-led, local activities in 12 countries will connect and re-unite the UFI member community and wider industry across the region, moving on from “digital-only” events

Paris/Hong Kong – 10 February 2022: UFI, the Global Association of the Exhibition Industry, has today announced an adapted format for its Asia-Pacific Conference 2022.

As the global pandemic passes the two-year mark, travel within Asia remains highly restricted. With industry professionals across the region still being affected, UFI has sought the best ways to continue to deliver its annual industry gathering in the region, the Asia-Pacific Conference.

Now, with a commitment to enabling UFI members and all industry professionals in Asia to get together in person, UFI is launching its first ever UFI Asia-Pacific Week, taking place from 28 March to 1 April.

This week-long programme of activities comprises a series of local events across the region, allowing UFI members and the wider community in Asia to gather, in person, where they are based. The UFI team in Hong Kong is working with UFI Ambassadors from China, India, Thailand, Hong Kong, the Philippines and Japan, amongst others, who will be responsible for organising a variety of local gatherings – from charity runs to cocktail, dinner and cultural events.

Led by Mark Cochrane, UFI’s Regional Director in Asia-Pacific, the event will offer all industry professionals the opportunity to network and share ideas.

“The aim is to bring our members and all industry professionals together for networking, content and some fun. The industry in the region has not had the chance to come together since 2019, at the UFI Asia-Pacific Conference in Tokyo and UFI Global Congress in Bangkok. The pandemic has encouraged us all to think more creatively, and the UFI Asia-Pacific Week will be a great way for our community to gather locally and look ahead to better days,” says UFI’s Cochrane.

Kai Hattendorf, UFI’s CEO & Managing Director, adds: “Keeping communities engaged and connected is certainly a challenge, but we say: challenge accepted! That’s why UFI is working to provide our colleagues across Asia with opportunities to come together, in person, in their own countries. Through our group of UFI Ambassadors, participants can network and debate key issues facing our changing industry in Asia and the world!”

Full details of the UFI Asia-Pacific Week 2022 can be found on the event website: www.ufiasia.org

Attachment:

- [UFI Asia-Pacific Week 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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