

UFI opens Global Congress 2022 registrations

- The 89th UFI Global Congress will take place in person, on 14-17 November 2022, in Muscat, Sultanate of Oman
- It is the first UFI Global Congress in ten years to be held in the Middle East
- It will bring together hundreds of delegates from the global exhibition industry

Paris, France – 6 May 2022: Registrations are now open for the UFI Global Congress 2022. Taking place in Muscat, Sultanate of Oman, on 14-17 November 2022, it is the “must-attend” annual event for the global exhibition industry. Exclusive to UFI members, hundreds of industry leaders from around the world are expected to attend.

Hosted by Oman Convention & Exhibition Centre (OCEC) in Muscat, Sultanate of Oman, this year’s Congress is the first UFI Global Congress in ten years to take place in the Middle-East. The Sultanate is a diverse nation, ideally situated on the Arabian Peninsula, and rich in both history and culture.

“We are excited to welcome the Congress’ delegates from around the world and look forward to providing them with an unforgettable experience. Team Oman will ensure that each guest will receive a very special welcome in this destination renowned for traditional Omani hospitality”, says Eng. Said Al Shanfari, CEO, Oman Convention & Exhibition Centre.

As the sector continues its speedy recovery from the impact of the global pandemic, leaders from the regional and international exhibition sector will gather in Muscat. Offering unique content and keynote speakers from inside and outside the sector, the Congress will look at the future of the industry. Alongside networking opportunities, attendees will have the chance to exchange lessons learned, and gain new insights and ideas.

“This year, more than ever, the UFI Global Congress will offer a safe and memorable experience. UFI’s 89th Global Congress in Muscat is the opportunity to reconnect with exhibition industry peers and shape the future of our industry. We’re looking forward to welcoming industry professionals from all over the world, in person.” says Monica Lee-Müller, UFI President.

Participants from UFI member companies can now secure their place at: www.uficongress.org

Thanks to the collaboration between their respective associations, members of ICCA, AIPC, and SISO are also eligible to attend.

The UFI Global Congress takes place in either October or November every year, in trade show destinations around the world. In 2019, the event was hosted in Bangkok, Thailand. In 2020, due to COVID-19 related global travel restrictions, the Congress went digital, with programming from Hong Kong, Dubai, London, and Bogota. In 2021, it was hosted in Rotterdam, The Netherlands. In 2023, the event will be hosted in Las Vegas, USA.

Open to more than 50,000 industry professionals who work for UFI member companies globally, the UFI Global Congress is known as the exhibition industry’s largest global meeting of the year, combining international networking with experts’ content. It’s an opportunity to gain insight into topics of strategic interest, to learn about new trends, and to discuss the challenges facing the exhibition industry.

Attachment:

[- 2022 UFI Global Congress 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 88 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.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org