

TCEB and UFI extend long-standing partnership

Paris, France – 5 July 2022: UFI, The Global Association of the Exhibition Industry, and TCEB, the Thailand Convention and Exhibition Bureau, have renewed their long-standing Diamond Sponsorship Agreement.

The official signing took place during the Global CEO Summit in Hamburg, at the end of June. TCEB's Diamond Sponsorship continues for higher visibility and more collaboration. This move signals TCEB's strong commitment to improve corporate visibility in UFI events, activities and media. Furthermore, the signed agreement focuses on education and sustainability.

As part of the Diamond Sponsorship Agreement, TCEB will gain year-round promotion and visibility across all UFI events and activities. The Diamond Sponsorship is the highest tier of UFI sponsorship available, and all Diamond Sponsors directly contribute to expanding the depth and scope of UFI activities, to enable the association to serve the exhibition industry better.

Monica Lee-Müller, UFI President comments: "I am very excited to see the renewal of the very fruitful relationship between UFI and TCEB. The commitment of both entities towards working for the development of the exhibition industry will help UFI reach out to millions of exhibitors, visitors, stakeholders, and policy makers. I believe the global exhibition industry and the industries using the business event platforms that exhibitions provide will greatly benefit from this continuous collaboration."

Nichapa Yoswee, Thailand Convention and Exhibition Bureau Senior Vice President comments: "This agreement between TCEB and UFI highlights Thailand as a main destination for international exhibitions. TCEB supports the sustainable development of exhibition business, promotes the Net Zero Carbon events which is in line with UFI's policies, and enhances local exhibition stakeholders' potential for Thailand's exhibition industry's development and readiness to embrace ASEAN and global opportunities."

UFI Diamond Sponsors

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefitting from the networking opportunities the globally leading association of the exhibition industry has to offer.

UFI's other Diamond Partners are [Qatar Tourism](#) and [Freeman](#).

Find out more about UFI sponsorship activities at www.ufi.org/contact-us/sponsorship-opportunities/

Attachments:

- [TCEB logo](#)
- [Photo of the signing](#) (From left to right: Nichapa Yoswee, TCEB Senior vice President and Michael Duck, UFI President 2022-23)

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 820 member organisations in 86 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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