

## UFI LATAM Conference to take place in San José, Costa Rica in 2023

Paris / Bogota – 27 October, 2022: UFI, the Global Association of the Exhibition Industry, will hold its 3<sup>rd</sup> UFI LATAM Conference in San José, Costa Rica, from 25 – 26 April in 2023. Open to all exhibition industry professionals, the conference will build on successful previous editions in Buenos Aires and Mexico City.

The event will be hosted by Costa Rica Convention Bureau and will take place at Costa Rica Convention Center, one of the venues in the region with a strong commitment towards sustainability even from a design perspective and its renewable energy system.

UFI has been operating a regional presence in the region since 2017, and launched the LATAM Regional Conference in 2018. Earlier this year, around 100 industry leaders attended the LATAM Conference in Buenos Aires, Argentina.

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in Asia-Pacific, Europe, the Middle East and Latin America, as well as the UFI Global Congress.

“Our two Regional Conferences held in the region so far have been a great opportunity for industry leaders from a very large and segmented region, to meet plenty of unknown peers. Our event in Costa Rica will be a more matured event, where relations will strengthen and a more united community will have the opportunity to talk about their major challenges in 2023. Costa Rica will also offer us a perfect scenario for a magnificent post Conference tour in the middle of the mountains and a green landscape” says Ana-Maria Arango, UFI LATAM Regional Director.

“We are delighted to welcome the UFI community and exhibition industry members from all over the region to Costa Rica. It is an honor for us to host the 2023 UFI LATAM Conference, and showcase our country as a key destination for exhibitions and events.

Our commitment towards sustainability will be a key theme throughout the event, hoping to inspire all conference delegates to carry out new sustainable practices in their operations.”, says Dennis Whitelaw, President of Costa Rica Convention Bureau.

Registration will open soon, but a pre-registration is already possible at <https://www.ifi.org/ufievent/ufi-latam-conference-2023/>

Attachment: [Key Visual of the 2023 UFI LATAM Conference](#)

**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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