

New partnership to boost training for exhibition industry professionals in Malaysia

- UFI and the Malaysia Convention & Exhibition Bureau (MyCEB) have signed a Memorandum of Understanding to introduce the UCP qualification in Malaysia
- The two organisations will cooperate to develop talent in Malaysia's business events industry, providing online courses and in-house training for executives and their teams

Paris / Kuala Lumpur, 24 November 2022 – UFI, the Global Association for the Exhibition Industry, has signed a Memorandum of Understanding with the Malaysia Convention & Exhibition Bureau (MyCEB) that will enable Malaysian business events professionals to access the globally-recognised UFI Certified Professional designation (UCP) in 2023.

With courses on exhibition management and venue management, Malaysia's new UCP training programme will be developed with and delivered by industry experts from Malaysia and beyond.

The agreement was signed by MyCEB Chief Operating Officer Noor Ahmad Hamid and UFI Managing Director & CEO Kai Hattendorf at the 89th UFI Global Congress in Muscat, Oman.

Kai Hattendorf says: "Building on UFI's very strong relationship with MyCEB, we're excited to jointly focus on new support for education and training for our peers in Malaysia's business events industry. Together with such trusted international partners, we can provide professionals around the world the opportunity to learn from the best in their field, and to showcase that with the UCP designation."

Noor Ahmad Hamid adds: UFI's leadership in the global exhibition industry is highly respected and we value this opportunity to collaborate through this momentous MoU signed during the 89th UFI Congress. The introduction of UCP programme to the Malaysian industry players will further advance our professionalism. We hope to continue this good relationship with UFI for other innovative collaborations in the future. With this, we are prepared for everything that may arise in 2023 and beyond."

The decision to open up the UCP programme in Malaysia is based on a shared belief that both UFI and MyCEB will benefit from actively supporting a highly skilled, agile workforce who are prepared to do business globally.

The UCP programme is tailored to the specific needs of exhibition organisers and venues in each region of the world where it operates. The curriculum developed under this new partnership will be designed to boost professionalism in Malaysia's business events sector – in line with MyCEB's work to establish a national Business Events Standard. Options may range from business development, leadership and crisis management, to digital innovation and sustainable development.

Graduates of the Malaysian programme will receive an internationally recognised UCP certification, becoming part of the dynamic global network of UFI professionals. In this way, each new business to offer the UCP programme to its employees contributes to raising industry standards worldwide.

The UCP was launched in 2021 at the request of UFI members, based on the organisation's long experience in delivering globally relevant, regionally-adapted training for exhibition industry professionals. The UCP programme consists of two foundation programmes and a wide range of specialised modules, delivered by UFI and carefully selected educational partners.

The UCP's modular structure enables training to be adapted to the employees of each company. As well as a 'pick and choose' course for individual professionals, companies benefit from in-house solutions to re-skill and up-skill their work force.

Attachments:

[Click here for the brochure](#)

[Picture of the signing at the UFI Global Congress in Oman](#)

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

About MyCEB: MyCEB was established in 2009 by Ministry of Tourism, Arts and Culture to further strengthen Malaysia's business tourism brand and position for the international business events market. A Company Limited by Guarantee (CLBG), MyCEB serves as a central hub to assist meeting and event planners to bid and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business events arrivals to Malaysia.

In April 2021, MyCEB mapped out the way forward for Malaysia in business events with the launch of 'Malaysia Business Events Strategic Marketing Plan 2021 - 2030'. Emphasizes on three strategic axes to expand performance namely optimisation, foresight and competitiveness. These strategic anchors are applied in implementing, planning, and monitoring all initiatives collaboratively with the industry.

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