

## UFI Asia Pacific Conference returns to Malaysia in 2023

- Asia exhibition industry leaders will meet in Kuala Lumpur on 2 - 3 March

Paris / Hong Kong – 15<sup>th</sup> December 2022: UFI, the Global Association of the Exhibition Industry, will hold its 16<sup>th</sup> UFI Asia-Pacific Conference in Kuala Lumpur, Malaysia on 2 - 3 March 2023. Open to all exhibition industry professionals, this is the first time since March 2019 that the UFI Asia Pacific Conference is back in-person, face-to-face. UFI's annual gathering has been on hold for three years due to the global pandemic and the travel restrictions that came with it across Asia.

Registration will open soon and pre-registration is possible <https://www.ufi.org/ufievent/ufi-asia-pacific-conference-2023/>.

Over 300 delegates from 22 countries and regions attended the 2019 edition of the UFI Asia-Pacific Conference in Tokyo, making it the biggest of its kind in the event's history.

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. The UFI Asia-Pacific Conference takes place in March and brings together industry professionals from all over Asia and beyond.

"MyCEB has long been a support of UFI and we are honoured to have the opportunity to bring the Asian exhibition together again after three years of unprecedented challenges due to the global pandemic. We have hosted this event before and the Malaysian exhibition industry is excited to have another opportunity to the UFI community back to Kuala Lumpur," stated Dato' Sri Dr Abdul Khani Daud, Chief Executive Officer of MyCEB.

"We are excited to finally be back face-to-face, and we are grateful to MyCEB for stepping up to support UFI and the Asian exhibition industry as we begin on the road to recovery. Over the years, MyCEB has organized some of our most successful and memorable UFI events including both the 2009 and 2018 editions of UFI Asia-Pacific Conference. We appreciate MyCEB's unmatched hospitality and expertise in bringing the industry together," remarked Mark Cochrane, UFI Asia-Pacific Regional Director.

The UFI Asia Pacific Conference features two days of content, networking and learning. There will be plenty of hot topics to discuss as the Asia exhibition industry looks to shake-off the damage from COVID-19 and begins to work towards recovery and growth.

Those looking to participate can pre-register now at <https://www.ufi.org/ufievent/ufi-asia-pacific-conference-2023/>.

### Attachments:

[Key visual for the UFI Asia-Pacific 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 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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