

UFI European Conference to take place in the Netherlands in 2023

- Maastricht to host UFI event from 14 June – 16 June 2023
- Co-located with the UFI Operations & Services Forum, the UFI HR Forum and a launch event for show directors

Paris / 8 December 2022: UFI, the Global Association of the Exhibition Industry, will hold its UFI European Conference in Maastricht from the 14-16 June 2023. Open to all exhibition industry professionals, the conference is the most important annual gathering of exhibition industry leaders in the region.

Participants can benefit from early bird registration until 1 March 2023.

The conference will be hosted by MECC Maastricht and take place in their newly renovated international conference centre. The welcome reception will take place in Government House, the residence of the Governor and the venue where the historic Maastricht Treaty was signed in 1992.

Other events will also take place during the same week, including the UFI Operations & Services Forum and UFI HR Forum, and the Event Directors Summit- a new launch event exclusively for show directors of 50 of the world's leading exhibition brands.

Over 170 delegates from 25 countries and regions attended the 2022 edition of the UFI European Conference which took place at Grupa MTP in Poznan, Poland and which received an NPS score of +62 from delegates.

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.

“We are very excited to take the conference to Maastricht next year. Despite the many positives we see with regards to exhibitors and visitors returning to exhibitions, this is a very challenging time as Europe faces various internal and external pressures. Thus, it is more important than ever for us to come together to learn, share experiences, to network and develop new opportunities” says Nick Dugdale-Moore, UFI's European Regional Director.

“We are delighted to welcome the UFI community to our city and venue next year. You will find a very welcoming team, famous for its hospitality with an eye for details who will bring your event beyond boundaries. Maastricht is a beautiful city located in the heart of Europe, very well-connected and known for its innovation in health and materials. Due to Maastricht's central location, it will be easy for our international colleagues to join us. I look forward to seeing you in June, “says Rob van de Wiel, CEO of MECC Maastricht.

Participants can now secure their place online at www.ufieurope.org

Attachments:

Visuals – [Key visual for the UFI \(region\) 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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