

UFI strengthens Marketing & Communications team with Noor Shalghen and Molly Thornberg

Paris, 16 March 2023: UFI, The Global Association of the Exhibition Industry, has appointed two new members to its Marketing & Communications team, Noor Shalghen and Molly Thornberg. Both are working for the association's headquarters office in Paris.

Noor Shalghen joined UFI as Marketing & Communications Coordinator. In her role, she coordinates with UFI regional directors and project managers to develop their international marketing and communication activities as well as to help reach wider audiences.

She holds a Master's in Strategy & Digital Communication from IICP as well as a Master's in Culture & Communication from Université Paris 8. Noor previously worked as an Internal Communication Officer at BNP Paribas as well as a content creator in numerous marketing agencies in the Middle East (UAE, Lebanon, Jordan, Syria, Kuwait, Bahrain, etc.).

Molly Thornberg joined UFI as Social Media & Media Relations Coordinator. She is responsible for facilitating the dialogue between UFI and its global community on social media as well as liaising with the association's media and exhibition industry partners.

Originally from California, she has been working in the marketing and communications field in France for the past two years. She holds a Master's in Multilingual Web Communication from the University of Strasbourg and brings her previous work experience to help create high-quality content for UFI and its international community.

UFI COO Adeline Vancauwelaert says, "I am pleased to welcome both Noor Shalghen and Molly Thornberg to UFI's Marketing & Communications team. Both bring a wealth of experience that, when combined, will help drive UFI's communication forward. The entire UFI team looks forward to working closely with them to help UFI continue to grow."

Attachments:

- [Photo: Noor Shalghen, UFI Marketing Coordinator](#)
- [Photo: Molly Thornberg, UFI Social Media & Media Relations Coordinator](#)

***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 85+ 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>