

Peirui Tan joins UFI as Programme Manager for Advocacy and Alliances

Paris, 20 April 2023: UFI, the Global Association of the Exhibition Industry, has recently appointed Peirui Tan as Programme Manager for Advocacy and Alliances.

In her role, Peirui will work with UFI members and partners to drive advocacy efforts for the global exhibitions industry and industry-wide initiatives. She will engage with our allied organizations and international institutions around future-focused topics such as sustainability and talent. Peirui will also be the liaison for the UFI Associations Committee and be the UFI project lead for the key advocacy campaign Global Exhibitions Day, taking place on 7 June 2023.

A Singaporean based in Frankfurt, Peirui has over 15 years of global experience working with the Singapore Tourism Board and Business Events Sydney with expertise in government engagement, strategy development and relationship management.

She also holds a Master's Degree in Public Administration from the University of Southern California and a Bachelor's Degree in Business Administration (Hospitality Business) from Michigan State University.

"I am delighted to join the UFI team and contribute to our global advocacy efforts for the exhibitions and business events industry. I look forward to connecting with our community and stakeholders to champion our industry as a key catalyst for economic growth and social impact," **says Peirui Tan.**

Adeline Vancauwelaert, UFI COO, adds, "We are pleased to welcome Peirui Tan as UFI's Programme Manager for Advocacy and Alliances. UFI's work around advocacy issues has multiplied in recent years, so we decided to create a new position that will focus on such activities. As our industry continues to evolve, we must work together to strengthen our networks, collaborate on an international scale, and advocate for the interests of our members. We are excited to have Peirui on board and look forward to the positive impact she will bring to UFI and the entire industry."

Attachment:

- [Photo: Peirui Tan, UFI Programme Manager for Advocacy and Alliances](#)

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>