

## Nidhi Grelaud joins UFI as Programme Manager for Content and Communities

**Paris, 11 May 2023:** UFI, the Global Association of the Exhibition Industry, has recently appointed Nidhi Grelaud as Programme Manager for Content and Communities, adding a new position to the team working in the Paris HQ for the global membership.

Her role will be to work with UFI's Marketing and Communications team to strategically help it to create relevant content that delivers insights, thought leadership and news to and for the global exhibition and business events industry. Nidhi will enhance UFI's reach in building and serving industry specific communities. She is also responsible for leading the Next Generation Leadership (NGL) Grant project and the Marketing Working Group.

Originally from India, Nidhi has been based in Paris for the past six years. She previously worked in the sports broadcasting industry under the Corporate Social Responsibility domain where she fulfilled the training and legacy needs around international sports events. Her responsibilities included project management, marketing and communication of the programmes as well as creating content to build positive stories around the parameters of diversity, gender equality and upskilling of the workforce.

Coming from an academic and research background, Nidhi holds a Doctorate in International Relations. Her articles have been published in peer-reviewed journals and newspapers and she also previously worked with international academic publishing houses in editorial and commissioning roles.

"I am thrilled to begin this journey and eager to work with the UFI team to develop the objectives of my newly created role. My primary focus will lie on crafting compelling and relevant narratives that meets the needs of our members and wider industry community," says **Nidhi Grelaud**.

"We are excited to welcome Nidhi Grelaud as our Programme Manager for Content and Communities. This newly created role at UFI signifies the importance we place on fostering connections and building communities within the global exhibition industry. Nidhi's expertise and leadership will be instrumental in our mission to both strengthen and also drive our industry forward," adds **Adeline Vancauwelaert, UFI COO**.

### Attachment:

- [Photo: Nidhi Grelaud, Programme Manager for Content and Communities](#)

**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.

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