

# UFI Global Congress – the exhibition industry's annual global gathering to take place in Hong Kong in 2025

- AsiaWorld-Expo selected as host for the event
- Side programming to include “Greater Bay Area” activation

**Paris / Hong Kong – 11 July 2023:** UFI, the Global Association of the Exhibition Industry, has announced that its 92<sup>nd</sup> UFI Global Congress will be held in Hong Kong. It will be hosted by AsiaWorld-Expo, and include activations throughout the “Greater Bay Area”.

**UFI President, Michael Duck,** says: “The UFI Global Congress will conclude a multi-year tour through the world’s leading exhibition markets in 2025 – after the USA in 2023 and Germany in 2024, Hong Kong will take the global UFI community to Greater China. We will also be able to celebrate the 20-year anniversary of AsiaWorld-Expo together with our hosts.”

**CEO of AsiaWorld-Expo, Irene Chan,** adds: “Located at the heart of China’s fast-growing Greater Bay Area, AsiaWorld-Expo is the perfect showcase of the synergies and rich potential of this vibrant market. 2025 is also a landmark year for witnessing another major milestone in the region’s growth: the ongoing development of SKYCITY, where AWE is situated, and where new cross-border facilities are taking shape. As a well-established MICE destination that is constantly adding new value to its market position, AsiaWorld-Expo looks forward to providing an exceptional EXPOtainment experience to global visitors and helping them unlock the enormous potential for business in the region.”

The UFI Global Congress is the “must attend” event for the exhibition industry, as the largest global meeting of the year, which gathers hundreds of industry leaders from around the world to network and learn. A testament to the global footprint of UFI, it is taking place in different regions around the world each year. 2025 will see the event returning to the Asia-Pacific region where it last took place in 2019.

The UFI Global Congress takes place in November every year in trade show destinations around the world. Following this year’s Congress in Las Vegas (1-4 November 2023), the event will move on to Cologne, Germany, where it will take place from 17-20 November 2024. Recent hosts include Muscat (Sultanate of Oman), Rotterdam (The Netherlands), Bangkok (Thailand), St. Petersburg (Russia), Johannesburg (South Africa), Shanghai (China), Milan (Italy), and Bogota (Colombia).

In UFI’s 100-year history, Hong Kong has hosted the UFI Congress once before, in the year 2000.

Open to more than 50,000 industry professionals globally, who work for UFI member companies, UFI’s Global Congress combines international networking with unique content. It’s an opportunity to gain insight into topics of strategic interest, learn about new trends, and discuss the challenges facing the exhibition industry.

**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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