

UFI Asia-Pacific Conference to be held in Macau in 2024

- Annual UFI APAC Conference to be held 7-8 March in Macau
- Conference hosted by the Macau Fair & Trade Association

Paris / Macau – 27 July 2023: UFI, the Global Association of the Exhibition Industry, will hold its 17th UFI Asia-Pacific Conference in Macau on 7-8 March 2024. Open to all exhibition industry professionals, the conference will be hosted by the Macau Fair & Trade Association.

Ms. Synthia Chan, Council Chairperson for the Macau Trade & Fair Association, said, “It has been a long and winding road for having APAC Conference in Macau but we persisted, hoped, and never gave up! This is the strength of our industry! This is the strength of Macau! This is why Macau welcomes you all to the UFI Asia-Pacific Conference 2024!”

“We are pleased and honoured to bring the UFI Asia-Pacific Conference to Macau. The original plan was host this event in Macau in 2020, but the global pandemic delayed that by four years. However, we are looking forward to working with MFTA and the team in Macau to put together an innovative and exciting programme for our members in 2024!” commented **Mark Cochrane, UFI Asia-Pacific Regional Director.**

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 annual Asia-Pacific Conference takes place in March and brings together industry professionals from all over Asia and beyond.

Close to 220 exhibition industry leaders from Asia and beyond gathered in Kuala Lumpur for the 2023 edition of the UFI Asia-Pacific Conference in Malaysia – the first time the conference was held face-to-face following the 2019 edition in Tokyo, Japan.

The 2024 UFI Asia-Pacific Conference will feature two days of expert panels and keynote sessions from exhibition industry leaders, tackling hot topics and identifying opportunities in the APAC region.

Pre-registration is already open for the 2024 UFI Asia-Pacific Conference and can be done at: <https://www.ufiasia.org/>

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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