

The Bureau of Foreign Trade, Ministry of Economic Affairs (MOEA) of Taiwan wins the 2023 UFI Industry Partners Award

Paris – 13 July 2023: UFI, the Global Association of the Exhibition Industry, has named The Bureau of Foreign Trade, Ministry of Economic Affairs (MOEA) of Taiwan as the winner of the 2023 UFI Industry Partners Award.

Since 2020, the Industry Partners Award honours the best new developments and initiatives by exhibition industry partners in relation to services that enhance and support the exhibition industry. These solutions should benefit daily operations, whilst demonstrating outstanding robustness and cost efficiency. The award recognises companies that have provided extraordinary products or technologies, management or production processes, and services or solutions, to the trade fairs and exhibition supply chain.

The topic for this year's award was "Celebrating outstanding service solutions". During an online meeting, three finalists presented their projects to the award jury consisting of members of the UFI Industry Partners Working Group. After the presentations, the jury collectively selected The Bureau of Foreign Trade as the winner.

"The UFI Industry Partners Working Group and its members commit to fostering innovation in all aspects of our activities and services served. We are happy to say that we had an exceptional group of finalists in the awards this year, each providing unique value to the industry. On behalf of the jury and the entire Working Group, I want to congratulate the Bureau of Foreign Trade for winning this year's Award. With their "Online Merge Offline" initiative they have demonstrated how to integrate online and offline engagements, and how to effectively enhance the efficiency and value of exhibitions," comments **Sebastian Witt, Vice-Chair of the UFI Industry Partners Working Group**.

Cynthia Kiang, Director General of the Bureau of Foreign Trade, Ministry of Economic Affairs (MOEA), Taiwan said, "On behalf of the competent authority of the MICE industry in Taiwan, the Bureau of Foreign Trade (BOFT) is very grateful to the UFI for its recognition of Taiwan's EXPO-TECH project. The BOFT has collaborated with partners in the MICE ecosystem on applying innovative technologies, such as AI and IoT, to promote the integration of interactive services for hybrid exhibitions, thereby leveraging advanced MICE data analytics to usher in a new era of digital exhibitions. Despite the challenges posed by the pandemic, the BOFT has assisted the industry in carrying out digital transformation and holding green exhibitions. The Bureau commits to showcasing the resilience and innovations of Taiwan's MICE industry. As a key member of the international economic and trading system, Taiwan will continue collaborating with its MICE partners around the world to create new values and business models in order to promote the development of the global MICE industry."

The UFI Industry Partners Award is one of UFI's annual Awards categories that recognises and rewards successful results-oriented initiatives in the exhibition industry. These awards celebrate excellence in areas ranging from human resources and digital innovation to marketing and sustainable development. More information on the UFI Awards is available at www.ufi.org/awards.

The 2023 UFI Award winners will share their projects at the 90th UFI Global Congress, which will take place from 1-4 November 2023 in Las Vegas. For more details on the UFI Global Congress, please visit www.uficongress.org.

Attachment:

- [UFI Industry Partners Award 2023 winner logo](#)

***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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