

UFI LATAM Conference to be held in Monterrey, Mexico in 2024

- Annual UFI LATAM Conference to be held 17-19 September in Monterrey
- Conference hosted by the Monterrey Convention & Visitors Bureau

Paris / Monterrey – 8 August 2023: UFI, the Global Association of the Exhibition Industry, will hold its UFI Latin American (LATAM) Conference in Monterrey, Mexico, from 17-19 September 2024. The event will be hosted by the Monterrey Convention & Visitors Bureau (CVB) [in Spanish: *Oficina de Convenciones y Visitantes Monterrey (OCV)*] and will take place at Cintermex.

UFI has been operating and growing a regional presence in LATAM since 2017, and this will be the second time that the LATAM Conference will be organised in Mexico. The first-ever UFI LATAM Conference was held in Mexico City in 2018, gathering 125 attendees from 15 countries.

The UFI LATAM Conference has been an important annual gathering that has grown to become an important event for the region since its launch in 2018. Earlier this year, over 100 industry leaders attended the 2023 LATAM Conference in Costa Rica, and the 2024 conference will build on successful previous editions in Buenos Aires (2022) and Mexico City (2018).

“I am really happy to see that the UFI LATAM Conference has become a must-attend event for exhibition industry professionals in Latin America. With a history of 3 on-site editions, where the event has delivered great quality connections and content, we are proud to announce that Monterrey will be our destination for the upcoming edition. Having a very experienced and diligent host is one of the successful elements needed when organising an event. In this line, I am confident that we at UFI will feel completely supported by the professionalism of our host, the CVB of Monterrey and our delegates will be amazed by the city’s charm. I can’t wait to take our community to this amazing city,” says **Ana Maria Arango, UFI LATAM Regional Director and Director of Sponsorship & Partnerships.**

David Manllo Valdés, Director of Monterrey Convention & Visitors Bureau, adds, “For a city with an industrial and business vocation like Monterrey, where the positive impact of trade fairs and events on the economy is recognized, being able to receive industry leaders and professionals to strengthen the activity in the region is a great opportunity and an achievement that we celebrate. In the Mountain City, we are ready to host the UFI LATAM Conference, and provide all the support to make this event a successful experience.”

“It is a real privilege for Cintermex to receive the 2024 UFI LATAM Conference and connect with our colleagues and friends from the exhibition industry. Through the face-to-face networking opportunities, conference sessions lectured by specialists from the industry and other social activities taking place in Cintermex, we are positive that all visitors will have an amazing experience in our venue and in our city, Monterrey. We are ready and we look forward to welcoming you in September 2024,” comments **Gonzalo Escámez Sada, General Director of Cintermex.**

Open to UFI members and non-members, the 2024 UFI LATAM Conference will bring together industry professionals from all over the region and beyond for engaging content, networking opportunities and social activities to acquaint the participants of the richness of the welcoming city.

Pre-registration for the conference is already open, and can be done here: <https://www.ufilatam.org/>

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in Latin America, Asia-Pacific, Europe, and the Middle East & Africa, as well as the UFI Global Congress. The next event will be the UFI Global Congress, which will take place in Las Vegas, USA, from 1-4 November.

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>