

UFI MEA Conference to be held in Kigali, Rwanda in 2024

- Annual UFI MEA Conference to be held from 15-17 April in Kigali, Rwanda
- Conference hosted by Rwanda Convention Bureau

Paris / Kigali – 14 September 2023: UFI, the Global Association of the Exhibition Industry, will hold its UFI Middle East & Africa (MEA) Conference in Kigali, Rwanda, from 15-17 April 2024. The event will be hosted by the Rwanda Convention Bureau and held at the Kigali Convention Centre.

Open to all exhibition industry professionals, the 2024 edition will build upon the success of past UFI MEA Conferences, including the 2023 edition in Doha, Qatar, which saw more than 150 participants. The conference will feature panel sessions and deep dives on industry-critical topics, networking with the region's top decision-makers, and social events to introduce attendees to the vibrant spirit of the host city.

Held annually, the UFI MEA Conference is the most important annual gathering of exhibition industry leaders in the region. It is attended by senior representatives from government entities, convention bureaus, tourism boards, venues, and event organisers, in addition to economists, media and industry experts, from across the world.

"We at UFI, are delighted to take our next flagship event, the UFI MEA conference, to the African continent, with Rwanda as the destination. This vibrant country is experiencing a significant surge in the business events industry, making it an ideal setting for delegates to immerse themselves in new business opportunities. As they engage in fruitful conversations and forge valuable connections, they can also revel in the captivating charm that Rwanda offers. This conference promises to be a memorable experience, bringing industry professionals from around the world and blending business growth with the attractions of this extraordinary nation. I would like to express my gratitude to the Rwanda Convention Bureau for serving as our esteemed host, and I eagerly anticipate gathering with friends and colleagues at the remarkable Kigali Convention Centre.", comments **Naji El Haddad, UFI Regional Director MEA.**

"Hosting the 2024 UFI MEA conference in Kigali presents a great opportunity not only for Rwanda, but for Africa to showcase some of what our continent has to offer, not only in terms of the industry but also tourism and investment opportunities. Due to our connectivity and central location, Rwanda has access to African and global markets. We have a track record of being a proof-of-concept country for innovators looking to test, launch and scale. The country is ranked 2nd in Africa for Ease of Doing Business and Global Competitiveness while Kigali is the second preferred MICE destination on the continent for associations meetings. With world-class infrastructures, an open visa policy, easy air connectivity, and much more, Rwanda is an ideal destination for exhibitions. As a country, we look forward to welcoming 2024 UFI MEA delegates and ensure that their stay and experience is memorable." adds **Janet Karemera, CEO of Rwanda Convention Bureau.**

Pre-registration for the conference is already open, and can be done here: www.ufimea.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.

Attachments:

- [2024 UFI MEA Conference visual](#)
- [Photos from 2023 UFI MEA Conference](#)

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>