

UFI launches dedicated advocacy portal

Paris – 28 November 2023: UFI, the Global Association of the Exhibition Industry, has launched a dedicated advocacy portal on the UFI website. The portal bundles information and materials on key industry initiatives, highlights relevant industry issues, and profiles partner institutions to drive and advance advocacy for the exhibition industry globally.

In a constantly evolving landscape, UFI recognises the importance of fostering a well-informed community that is equipped to navigate the challenges and opportunities that arise. The advocacy portal is our commitment to empowering our community and ensuring they have the necessary tools to thrive in today's dynamic business environment.

Geoff Dickinson, UFI President and CEO of dmg events, comments: “UFI is doing a lot of work on and around our industry’s advocacy issues. The new advocacy portal now makes that work both more visible and accessible. It serves primarily as a knowledge hub in our fast-paced environment. And it is also a catalyst for informed action, equipping our members and industry with tools, insights and community to navigate our future together.”

Organised in three sections, the portal features:

- **Initiatives:** This section provides access to key industry initiatives such as Global Exhibitions Day and the Net Zero Carbon Events. These activities and platforms come equipped with toolkits, manifestos, and resources to engage with local and regional governments, stakeholders and the community.
- **Issues:** This section provides industry-specific information and materials about current issues such as sustainability, talent and legislation impacting the exhibition industry. It features white papers, best practices, and responses from UFI and across the industry to stay updated and enhance understanding of relevant topics and potential implications for the exhibitions and business events industry.
- **Institutions:** This section provides an overview of international organisations that UFI partners and collaborates with to align industry efforts and amplify voices for the exhibition industry. It showcases global institutions and joint programs with influence and impact on our industry.

Explore the UFI advocacy portal here: <http://www.ufi.org/advocacy/>

Attachment:

- [Photo of advocacy portal on UFI website](#)

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 more than 60 national and regional association members. More than 830 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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