

## UFI and AFIDA sign MoU to foster collaboration in the Latin America region

**Paris / Las Vegas – 14 November 2023:** UFI, the Global Association of the Exhibition Industry and AFIDA [in Spanish: *Asociación Internacional de Ferias en América*], the International Exhibition Association of the Americas, are pleased to announce the signing of a Memorandum of Understanding (MoU) aimed at enhancing cooperation to advance initiatives including advocacy, research, and education in the Latin American region.

Signing the agreement at the 90<sup>th</sup> UFI Global Congress in Las Vegas, this collaboration reflects the commitment of both organisations to support and strengthen the exhibition and trade fair industry in Latin America by combining their expertise, resources, and networks to address common challenges and seize opportunities for growth.

**Fernando Gorbarán**, AFIDA President, shared, “We strongly believe that our associations working collectively are a very powerful tool towards the accomplishment of our mutual objectives, bringing the industry together. We are committed to cooperating with UFI through advocacy, education and research, so as to be both à l'avant-garde on what our members need. The renewal of this MoU also shows our long-lasting commitment to the promotion of the Exhibitions Industry through Latin America and the world.”

**Michael Duck**, UFI President, comments, “This memorandum highlights the power of associations collaborating for the collective interests of our members and paving the way for further growth and shared success for the wider exhibitions industry regionally and globally. We look forward to partnering with AFIDA in driving and delivering programs throughout the region.”

### Attachment:

- [Photo from MoU signing](#)

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***About AFIDA, the International Exhibition Association of the Americas:** AFIDA has been empowering the exchange of experiences between Exhibition Venues, Professional Organizers and Suppliers of the Exhibition Industry in Latin America and the Iberian Peninsula, for more than 50 years. We promote the role of fairs and exhibitions as one of the most efficient business marketing strategies, encouraging networking between our members and allies, supporting professionalization enhancing the standards of quality for better practices and collective work.*

***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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