

# AsiaWorld-Expo signs multi-year Diamond Sponsorship Agreement with UFI

**Paris / Amsterdam – 20 February 2024:** UFI, the Global Association of the Exhibition Industry, and AsiaWorld-Expo have signed a multi-year Diamond Sponsorship Agreement, underlining AsiaWorld-Expo's commitment to the ongoing development of the exhibition industry.

The official signing took place during the 2024 Global CEO Summit in Amsterdam, the Netherlands.

The Diamond Sponsorship is the highest tier of UFI sponsorship available, and all Diamond Sponsors directly contribute to expanding the depth and scope of UFI activities, enabling the association to better serve the exhibition industry. AsiaWorld-Expo will gain year-round promotion and visibility across all UFI events and activities as part of the Diamond Sponsorship Agreement.

"UFI provides an unparalleled platform for visionary leaders and passionate individuals in the exhibition industry to connect and collaborate. Our partnership with UFI represents a pivotal move to reinforcing Hong Kong's role as an essential hub for international exhibitions, as well as AsiaWorld-Expo's strategic location which enables more exhibitors and organisers from around the globe to access and capitalise on the vast potential and promising growth of the China Greater Bay Area", says **Irene Chan, CEO of AsiaWorld-Expo**.

"We are thrilled to have this support from AWE for the coming years. It will allow us to invest more in some UFI projects and activities that benefit our industry around the world as we are closing into UFI's 100-year-anniversary in 2025", says **UFI President Geoff Dickinson**.

## UFI Diamond Sponsorship

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefitting from the networking opportunities the globally leading association of the exhibition industry has to offer.

Find out more about UFI sponsorship activities at: [www.ufi.org/contact-us/sponsorship-opportunities/](http://www.ufi.org/contact-us/sponsorship-opportunities/).

## Attachment:

- [UFI and AsiaWorld-Expo signing at Global CEO Summit](#)

**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 68 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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