

Visit Qatar extends partnership with UFI

Paris – 7 February 2024: UFI, the Global Association of the Exhibition Industry, and Visit Qatar have renewed their Diamond Sponsorship agreement, reaffirming Visit Qatar’s commitment to the global exhibitions industry and its champion, UFI. The agreement will continue to develop the vibrant Meetings, Incentives, Conference and Exhibitions (MICE) industry within Qatar.

The Diamond Sponsorship is the highest tier of UFI sponsorship and contributes to expanding the depth and scope of UFI activities, enabling the association to ameliorate the exhibition industry. As part of the Diamond Sponsorship agreement, Visit Qatar will gain visibility across all UFI events and activities, while allowing the destination to create more business opportunities for its stakeholders.

Qatar is a leading global destination with a proven track record of successfully hosting major events, thanks to its safety ranking, state-of-the-art meeting, and conference facilities across 128 properties and exhibition capacity of 70,000 square metres. Qatar sits at the crossroads between East and West with an award-winning national carrier and airport.

Chief Marketing and Promotion Officer at Qatar Tourism, **Eng Abdulaziz Ali Al-Mawlawi**, comments: “Visit Qatar and UFI share a long-standing history as strategic partners with a mutual goal to enhance and develop the exhibitions, incentives, and conferences industry. Qatar is an ideal destination for business events owing to factors such as its open travel policies, unique geographical location, and world-class venues. In addition, Qatar offers business travellers tourism experiences that can round out any business stay.”

“We are happy to continue to work with Visit Qatar as one of UFI’s Diamond Sponsors in the coming years. The funding through this programme allows UFI to deliver additional products and services to our global membership that support the growth and well-being of the exhibition industry”, said **Michael Duck**, UFI President 2022/23 on the occasion of the signing of the renewed agreement.

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/.

Attachment:

- [UFI and Visit Qatar signing](#)

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 www.ufi.org

About Visit Qatar

Visit Qatar’s mission is to establish Qatar as a place where cultural authenticity meets modernity, and where people of the world come together to experience unique offerings in culture, sports, business and family entertainment, rooted in Service Excellence. Visit Qatar will regulate and develop the tourism industry, encouraging investment from the private sector. It will set the national strategy for the tourism sector, reviewing it periodically and overseeing its implementation, with the aim of diversifying tourism offerings in the country and increasing visitor spend. Through our network of international offices in priority markets, and cutting-edge digital platforms, Visit Qatar is expanding Qatar’s presence globally and enhancing the tourism sector.

Web: www.visitqatar.qa