

Fiera Milano wins the 2024 UFI Industry Partners Award

Paris – 4 July 2024: UFI, the Global Association of the Exhibition Industry, has named Fiera Milano as the winner of the 2024 UFI Industry Partners Award.

The aim of the UFI Industry Partners Award is to recognise the best initiatives that showcase the strength of collaboration and synergy among industry partners, which lead to successful exhibitions. The 2024 Award focused on “*Synergy in Action: Honouring Collaborative Excellence*”, and Fiera Milano, in partnership with Montecolino, has highlighted their joint research and development approach in green stand design in their winning entry.

Sebastian Witt, Chair of the Industry Partners Working Group and Jury announced, “The UFI Industry Partners Working Group commits to driving partnership and fostering innovation across the exhibition industry. We had a record number of entries this year which showcase the entire spectrum of our industry working together. Congratulations to Fiera Milano and their partner Montecolino for winning the 2024 UFI Industry Partners Award. With their partnership-driven entry, they have demonstrated effective and positive stakeholder engagement across our diverse industry ecosystem to drive greater collaboration and excellence of exhibitions. The jury also commended the other finalist ADITUS and their partners for the strong submission.”

Francesco Conci, Chief Executive Officer at Fiera Milano, comments, “We are honoured to receive the 2024 UFI Industry Partners Award. This recognition highlights our successful partnership with Montecolino, demonstrating how joint efforts in R&D can lead to innovative solutions that significantly reduce the environmental impact of exhibitions while enhancing exhibition success. Winning the Industry Partners Award not only reinforces our corporate purpose of “becoming the best partner for growth”, but also inspires us to continue pioneering services that promote circular economy principles within the industry, perfectly aligning with our Strategic Plan 2024-2027.”

In addition to the other finalist “*Building Digital Bridges for Trade Shows: The ADITUS x LinkedIn Community Builder v2.0*” from ADITUS (Germany) and its partners, the jury also acknowledged several entries selected as best practices in the first round of the competition: Kuala Lumpur Convention Centre (Malaysia), Kuehne + Nagel (Germany), Taiwan International Trade Administration TITA (Taiwan), and VM Consulting & Busan Technology Park (South Korea).

All entries listed above are available for download on our website [here](#).

The UFI Industry Partners Award, part of UFI’s annual Awards, recognises outstanding initiatives in the exhibition industry. These awards celebrate excellence across various categories, including human resources, operations & services, digital innovation, marketing, sustainability, and industry partners. For more information, visit www.ufi.org/awards.

The 2024 UFI Award winners will present their projects at the 91st UFI Global Congress from 20-23 November 2024 in Cologne, Germany. To learn more about the UFI Global Congress, visit www.uficongress.org.

Attachment:

- [UFI Industry Partners Award 2024 winner logo](#)

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 70 national and regional association members. More than 850 member organisations in 87 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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