

Easyfairs wins the 2024 UFI Digital Innovation Award

Paris – 11 July 2024: UFI, the Global Association of the Exhibition Industry, has named Easyfairs as the winner of the 2024 UFI Digital Innovation Award.

The UFI Digital Innovation Award celebrates strategies that showcase how technology can significantly impact trade show performance and how these innovations can benefit the entire industry. The 2024 Award focused on technological advances and aimed to celebrate innovators who push the boundaries of our industry with cutting-edge technologies.

Enrico Gallorini, Vice-Chair of the UFI Digital Innovation Working Group, commented, “This is an exceptionally exciting time for the trade show industry, where innovation and experimentation have never been more crucial. The integration of new AI tools is transforming how our industry can and must rethink internal processes and external deliveries. The strategic approach and vision developed by Easyfairs are truly astonishing, combining long-term vision with short-term actions. Their holistic approach, in-depth study, and applied methodology represent the cutting-edge use of AI in our sector today. Congratulations to Easyfairs for winning the 2024 UFI Digital Innovation Award!”

Stephan Forseilles, Chief Technology Officer at Easyfairs, added, “Winning the Award means that we can put the spotlight on a team that has been pushing the boundaries of innovation for several years. It is also a recognition of all the efforts that Easyfairs puts, day after day, into being at the forefront of technology, and it proves that we are living by our slogan: “Visit the future.” It makes us incredibly proud, especially when we consider how strong the other finalists’ submissions were!”

The jury also congratulates the finalists – Integrated Systems Europe (ISE), Messe München GmbH, and Consumer Technology Association, producer of CES – for their innovative entries. Both the finalist and winner entries are available to view [here](#) on the UFI website.

The UFI Digital Innovation 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, industry partners, marketing, sustainability, and digital innovation. 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 Digital Innovation 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 more than 70 national and regional association members. More than 870 member organisations in 89 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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