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UFI unveils centennial logo, theme, and celebration plans for 100th anniversary

- UFI celebrates 100 years of global leadership in the exhibition industry
- Centennial theme: “Honouring the Past, Celebrating the Present, Shaping the Future”

Founded in 1925, UFI, The Global Association of the Exhibition Industry, celebrates its 100th anniversary in 2025. Under the theme, “**Honouring the Past, Celebrating the Present, Shaping the Future**”, this milestone year will celebrate UFI’s rich heritage by giving back to its 900+ member organisations across 90+ countries.

Introducing the UFI 100-Year Logo

To commemorate this historic milestone, UFI is proud to unveil the UFI 100-Year logo, a visual symbol that bridges the association’s century-long legacy with its forward-looking vision. The logo will be prominently featured across all centennial activities, including digital platforms, events, and communications to members and partners.

A Year of Celebration and Progress

Throughout 2025, UFI members worldwide will share their perspectives on the future of exhibitions and UFI footprint over the years, while conferences and events will be the perfect occasion to honour UFI members and celebrate this milestone together.

“We’re not just reflecting on history—we’re building it,” added **Chris Skeith OBE, UFI Managing Director and CEO**. “And yes, we plan to have some fun along the way as we bring people together at our events throughout the year.”

Key Highlights:

- **Heritage & Legacy:** Celebrating UFI’s role in connecting and advocating for the exhibition industry globally for over a century.
- **Global Activities:** A travelling exhibition, social media retrospectives, and regional activations throughout the year at our events.

- **Next Generation Leadership (NGL) Grant Programme:** The Class of 2025 will explore cutting-edge event formats and strategies to future-proof the industry.
- **Member Empowerment:** Launching a new website and resources to amplify member value and engagement.
- **Social Media Campaigns:** Engaging members and the public with historical milestones, member testimonials, and visions for the future via the hashtag #UFI100.
- **100th Anniversary Celebration:** Year-long activations around the world that will culminate at the 92nd UFI Global Congress in Hong Kong, with special 100-Year Anniversary surprises and celebrations planned for attendees.

“UFI’s 100-year legacy is a testament to the resilience and innovation of our industry,” continues **Chris Skeith OBE, UFI Managing Director and CEO.**

“It is important to reflect and honour our past and to thank our members for their support and commitment, and it is equally important to look to the future. We are focused on advocating for our wonderful industry, raising awareness of the value we create for economies, industries and individuals, and are excited to equip our members with the tools, knowledge, and networks to thrive in the next century. We look forward to celebrating this milestone occasion with each and every one of you this year.”

Join the Celebration

Media and industry stakeholders are invited to follow UFI’s centennial celebrations and experience the highlights firsthand at UFI events around the world. For any media enquiries, please email media@ufi.org.

Attachments:

- [UFI 100-Year Logo in Colour](#)
- [UFI 100-Year Logo in Black](#)
- [UFI 100-Year Logo in White](#)

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 72 national and regional association members. More than 900 member organisations in 90 countries and regions worldwide 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