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UFI launches “Next Generation Leadership” Grant programme for 2025

- Industry-leading talent initiative now in its 9th year
- Future leaders to focus on Redefining Exhibition Formats
- Deadline for applications is 3 April 2025

UFI, The Global Association of the Exhibition Industry, is inviting talented industry professionals from around the world to apply to the 2025 edition of its “Next Generation Leadership” Grant programme.

The UFI Next Generation Leadership (NGL) Grant fosters emerging leaders within the exhibition industry by recognising individuals who demonstrate clear initiative in driving change and innovation in their respective domains. Now in its 9th year, the programme has been a stepping stone for dozens of rising leaders worldwide and is supported by leading global exhibition organisers Clarion, dmg events, Informa Markets, and RX.

Every year, NGL Grant applicants are asked to focus on a mission that tackles a critical topic facing the exhibition industry. The 2025 mission calls for applicants to explore innovative, unconventional formats to inspire the next evolution of event models.

“There has never been a better time for fresh talent to step forward and rethink exhibition formats. The NGL Programme offers a unique platform to challenge conventions and shape the future of events. I urge industry leaders to put forward their best, and I challenge bright minds everywhere: Step up and redefine exhibitions.” says **Chris Skeith OBE, UFI Managing Director and CEO**.

Adeline Vancauwelaert, COO of UFI, adds, “The NGL Grant is not just about recognizing talent but also about creating space for emerging leaders to experiment and drive change. The best ideas often come from fresh perspectives, and we can’t wait to see how this year’s winners challenge the way we think about exhibitions.”

UFI awards the NGL Grant to up to five future leaders. The winners will be selected by an international jury chaired by UFI President Hugh Jones (CEO, RX) on 17 April.

Applications are open to anyone who works full-time in the exhibition industry but who has done so for no more than ten years.

The 2025 grant winners will be announced in late April. The seven-month programme allows participants to engage while continuing their daily work obligations. Together, the winners will investigate the future of exhibitions through the 2025 mission and will work closely with the UFI team as well as receive support from the NGL alumni community and mentors.

The NGL grant winners will first be invited to the UFI European Events Week in Thessaloniki, Greece, on 3-7 June 2025 to kick off their project together. The programme will then culminate in a special session at the 92nd UFI Global Congress on 19-22 November 2025 in Hong Kong, SAR, where they will present their findings to our industry's top leaders and decision-makers.

Applications are open until 3 April 2025. Detailed information about the programme, the 2025 mission, and how to apply is available online at www.ufi.org/ngl.

Attachments:

- [UFI NGL Grant 2025 logo](#)
- [UFI NGL Grant 2025 flyer](#)

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.

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