

Paris / Cairo — 06/05/2025

UFI MEA Conference sees record numbers in Cairo, Egypt

- 160 delegates from 26 countries gathered in Cairo, Egypt, for largest UFI MEA Conference to date
- International lineup of speakers explored new opportunities in thriving MEA market
- Conference hosted by the Egypt Expo and Convention Authority (EECA) at the Cairo International Convention and Exhibition Center

UFI, The Global Association of the Exhibition Industry, successfully concluded the 2025 edition of the UFI MEA Conference, hosted from 28–30 April in Cairo, Egypt, by the EECA (Egyptian Expo & Convention Authority) at the Cairo International Convention and Exhibition Center.

The largest UFI MEA Conference to date brought together 160 industry leaders and decision-makers from 26 countries, serving as a powerful platform for global connection, networking, and collaboration across the dynamic Middle East and Africa region.

Essam Ahmed Elnaggar, Minister Plenipotentiary, Commercial - Chairman of Egypt Expo & Convention Authority, comments, “It is with great pride and sincere appreciation that I extend, on behalf of the Egypt Expo & Convention Authority (EECA), our heartfelt thanks to all who contributed to the outstanding success of the UFI Middle East & Africa (MEA) Conference 2025, held in the historic and welcoming city of Cairo from 28-30 April, hosted by EECA, affiliated with the Ministry of Investment and Foreign Trade.

Egypt Expo & Convention Authority regarded the hosting of this forum as a valuable opportunity to foster strong and enduring partnerships across the Middle East, Africa, and beyond. It is through such partnerships that we will fulfill our shared vision of advancing the exhibitions sector, grounded in best practices, cutting-edge technologies, and international standards of excellence.

UFI MEA 2025 in Cairo not only provided valuable insights and global perspectives, but also showcased Egypt’s evolving role as a prime destination for world-class exhibitions and conventions, while emphasizing the critical role of regional cooperation in shaping the future of exhibitions across the MEA region.”

Naji El Haddad, UFI MEA Regional Director, adds, “We are deeply grateful to our host, the Egypt Expo & Convention Authority, as well as all our sponsors, partners, speakers, and delegates who made the UFI MEA Conference in Cairo such a success.

With over 160 participants from 26 countries, the conference offered exceptional networking opportunities, and we’re thrilled to see how much everyone also enjoyed the vibrant city of Cairo.

Egypt stands out as a key market for the business events industry, backed by its strategic location, strong economic outlook, growing infrastructure, and increasing investments in tourism and venue development, offering exciting opportunities for future growth.”

Global Opportunities and Insights

The conference programme featured a diverse mix of keynotes, panel discussions, and interviews with both global and regional leaders. Topics ranging from economic trends and tariffs, artificial intelligence, strategies for growth, and sustainability offered a closer look at regional dynamics and global industry shifts.

The conference was also an opportunity for the UFI MEA Chapter to reconvene in person to share regional updates, exchange insights, and align on future initiatives for the region.

All sessions will be made available to UFI members and conference participants as on-demand videos in the coming days.

Celebrating a Century of Legacy

As part of UFI’s 100-year anniversary celebrations, the conference also paid tribute to nine long-standing members from the region.

In recognition of their decades of dedication—spanning between 27 and 96 years of membership—each was presented with a personalised UFI MEA Legacy Trophy, honouring their commitment and contributions to the association.

Recipients included Art Line (Egypt), IFP Group (Lebanon), Montgomery Group (South Africa), Riyadh Exhibitions Company (Saudi Arabia), Kuwait International Fair Co. (Kuwait), State Company for Iraqi Fairs & Commercial Services (Iraq), SAFEX (Algeria), Tripoli International Fair (Libya), and Tanzania Trade Development Authority (Tanzania).

Exploring Cairo's Rich Culture

Beyond the conference sessions, delegates experienced Cairo's rich history and vibrant culture through post-conference tours and networking dinners.

Delegates enjoyed a cruise along the Nile River, tours of the historic Pyramids of Giza, and a guided tour of the Grand Egyptian Museum, which offered not just an opportunity to sightsee but also a chance to connect with fellow delegates and create lasting memories.

Upcoming Events

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in the Middle East & Africa, Asia-Pacific, the Americas, and Europe, as well as the UFI Global Congress. The next event will be the UFI European Events Week, which will take place from 3 to 7 June in Thessaloniki, Greece. The 92nd UFI Global Congress will take place in Hong Kong SAR from 19 to 22 November.

For more information about UFI's upcoming events, visit: www.ufi.org/our-events.

Attachments:

- [2025 UFI MEA Conference Key Visual \(1920 x 1080\)](#)
- [2025 UFI MEA Conference Key Visual \(1080 x 1080\)](#)
- [Photo from UFI MEA Chapter Meeting](#)
- [Photo from Post-Conference Tour](#)
- [Photo of UFI MEA Legacy Trophy Recipients](#)

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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