



# Union of International Fairs

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**PRESS ADVISORY**  
For Immediate Release

## **UFI 70<sup>th</sup> Congress in Cairo Promises to be an International Industry Think-Tank**

**Paris/Cairo: 16 October 2003:** UFI, the Union of International Fairs, announces the launch of its 70<sup>th</sup> Annual Congress, 2003.

This year's annual UFI Congress will be taking place at the Hotel Semiramis InterContinental Hotel in Cairo, Egypt from the 19 – 21 October, 2003. It is the first time in UFI's 78 year history that the Congress is held in a Middle Eastern country.

The UFI 70<sup>th</sup> Annual Congress will provide a networking platform for exhibition professionals who will focus on an exchange of ideas and strategic industry analysis relative to the trade fair industry sector.

This event will be hosted by the UFI Africa/Middle East Chapter and will bring together leaders in the industry as well as distinguished guests from the Middle East region and the international community.

UFI is the federation of the world's leading show organizers and fairground owners, as well as the major national and international associations of the exhibition industry, and its partners. As a non-political and non-profit organization, UFI's main goal is to represent the exhibition industry world-wide and to emphasize its unique marketing characteristics for the development of world trade.

The media is invited to attend both the opening ceremony beginning at 18:30 and the UFI press conference which will take place immediately thereafter at 19:30 on Sunday, 19 October, 2003. For more information and to receive a press invitation, please contact:

or  
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Ms Taqua Imam, PR & Media Co-ordinator  
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**The deadline for responses is 18<sup>th</sup> October 2003, 18:00.**