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## First UFI Open Seminar in the Middle East to be Held in Oman

**Paris: 20 December 2006** – UFI, the Global Association of the Exhibition Industry, will organize its first UFI Open Seminar in the Middle East from January 10 – 11, 2007 in Muscat, Oman. Hosted by the Oman International Exhibition Centre (OITE), this seminar is open to participation by all exhibition industry professionals.

The UFI Middle East Open Seminar, sister to UFI's industry leading Open Seminars in Europe and Asia, has a two-fold objective:

- To provide an overview of the latest marketing and technological solutions available to the exhibition industry; and
- To provide strategic business insight into exhibition industry developments in the Middle East.

The Seminar's 2007 theme, "Solutions for Successful Exhibition Marketing" will build on presentations by international experts to provide insight into timely topics including:

- How to build an international brand strategy;
- Could, and should, direct sales exhibitions (Bazaars) become regular trade fairs in the future?
- Attracting buyers and sellers to the show floor; and
- How to successfully market exhibition centres in today's competitive environment.

Case studies presented will provide participants with practical information which they can apply in their own management environment. This seminar will bring together exhibition organizers, exhibition centre managers and partners of the industry as they share information and experiences relevant to today's exhibition business.

The UFI Open Seminar in the Middle East is open to participation by UFI members and non-members. Complete programme information and registration options may be found at [www.ufi.org/muscat2007](http://www.ufi.org/muscat2007) .

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*UFI, The Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its member organisations, including the world's leading show organisers and fairground owners, professional associations and industry partners, UFI is present in 73 countries on 6 continents. UFI Members are responsible for the management and operation of over 4,500 exhibitions around the world.*

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