

UFI members return for their fourth Valencia Congress

Paris/Valencia – November 9, 2011: UFI, the Global Association of the Exhibition Industry is returning to Valencia for its fourth Congress since its founding in 1925. As a founding member of UFI in 1925, Feria Valencia graciously hosted UFI in 1933, 1949, 1992 and now from November 9 -12, 2011. The UFI of today has come a long way in those years and today over 400 participants from 52 nations will be meeting for the association's annual Congress sessions. UFI President Eric Everard, welcomed members saying, "Today the quality of our UFI membership is better than ever, and our geographical reach is broader. This means better opportunities to exchange information and to learn and more occasions for face-to-face networking."

UFI's membership continues to grow with more than 30 new organisations joining in the past year. Almost 900 international trade fairs now proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. Arie Bienen (CEO Jaarbeurs Holding, Netherlands) who will take over as UFI President at the end of the Valencia Congress, highlighted the value of the 2011 Congress meetings, saying, "The UFI network is consistently identified as the biggest benefit members see in UFI. Let's be clear, UFI is very strong. Bringing together over 570 leading companies in 84 countries is a remarkable resource and the outstanding turnout in Valencia is evidence of just how strongly our members want to work together."

A recent UFI membership survey showed that information and research rank just behind networking as top benefits of UFI membership. Bienen, who will take over as head of the UFI executive trio of Past President Eric Everard (Executive Chairman, Artexis, Belgium), and Incoming President Chen Xianjin (Chairman of the Organizing Committee of China Association for Exhibition Centers, China), has said he will strive to maximize membership networking opportunities and work to strengthen efforts to promote the "power of exhibitions" as his 2012 priorities.

Paul Woodward, UFI Managing Director, stated that "as the voice of the global exhibition industry, UFI represents member organisations managing over 12 million square meters of exhibition space and organizing over 3000 international exhibitions around the globe. The challenge facing the association is to ensure that the exhibition industry's recognized value as today's key face-to-face marketing medium remains undisputed."

UFI members return for their fourth Valencia Congress (continued)

Photos:

UFI 2012 Presidential Trio: (left to right) UFI Past President Eric Everard (Executive Chairman, Artexis, Belgium), UFI 2012 President Arie Brienens (CEO Jaarbeurs Holding, Netherlands) and Incoming President Chen Xianjin (Chairman of the Organizing Committee of China Association for Exhibition Centers, China)

Attachments: New UFI members and UFI Approved Events since the last UFI Congress

UFI is the global association of the world's leading tradeshow organizers 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 represents over 574 member organizations in 84 countries around the world. Almost 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 additional information, please go to

www.ufi.org

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