



Mr. Chen Xianjin

UFI President 2013

Mr. Chen Xianjin is the Chairman of the Organizing Committee of China Association for Exhibition Centers, a full member association of UFI since 2003.

Mr. Chen has been engaged in organizing international exhibitions since 1984. He obtained an MBA degree after studying in the UK. As a Senior International Economist, he has profound academic knowledge and practical experience. When working in CCPIT Shanghai, he was responsible not only for organizing hundreds of international fairs in different scales and types, but also organizing many Chinese enterprises to participate in shows abroad. He acted as the Managing Director of Intex Shanghai Co., Ltd. from July 1995 to October 2001, which was the first international exhibition center in China to obtain the ISO 9002 certificate. Since he became President and Chairman of the Board, the Shanghai International Exhibition Co. Ltd. has become one of the largest trade show organizers in China and has developed a number of influential exhibition brands such as AUTO SHANGHAI. From April 2002 to October 2003, he was the Deputy Director of the Bidding Office for World Expo 2010 Shanghai. From 2004 to 2006, he was the President of Shanghai World Expo (Group) Co., Ltd. From 2007 to 2010, he was the Deputy Director of Bureau of Shanghai World Expo Coordination, responsible for the affairs of exhibiting, ticket and market development. He currently also holds the position of Vice Chairman of Shanghai Municipal Commission of Commerce.

Mr. Chen was rewarded as one of the Ten Persons of the Year in the Chinese Exhibition Industry since 2002 in the polls organized by the Magazine of China Conference & Exhibition. He has been the Director of National Technical Committee on Exhibition & Convention since 2008.

He was Chair of the UFI Asia/Pacific Chapter from 2006 to 2010. Chen Xianjin is currently President of UFI for a one year mandate. He is the first Chinese President of this global association of the exhibition industry.