

UFI Global Congress – the exhibition industry’s annual global gathering to take place in Bahrain in 2026

- Largest gathering of exhibition industry professionals to be held in the Kingdom of Bahrain
- Exhibition World Bahrain located in Sakhir selected as host for the event

Paris / Bahrain – 25 June 2024: UFI, the Global Association of the Exhibition Industry, has announced that its 93rd UFI Global Congress will be held in the Kingdom of Bahrain, hosted by the Exhibition World Bahrain (EWB) in Sakhir.

The UFI Board of Directors unanimously voted at the 2024 UFI European Conference in Zurich, Switzerland. Bahrain's strategic location in the Middle East, coupled with its rich cultural heritage and EWB's state-of-the-art facilities, makes it an ideal destination for UFI's premier event.

The UFI Global Congress is the exhibition industry's leading annual event, bringing together industry leaders from around the world to network and discuss the future of the industry. A testament to the global footprint of UFI, the event takes place in different regions around the world each year. The 2026 edition will see the event returning to the Middle East after the 2022 edition in Oman, which saw more than 400 delegates from over 50 countries and regions.

Held annually in the 4th quarter, the UFI Global Congress is open to over 50,000 industry professionals globally and takes place in top trade show destinations. After this year's Congress in Cologne, Germany (20-23 November 2024), the event will move to Hong Kong, hosted by AsiaWorld-Expo. Previous host cities include Las Vegas, Muscat, Rotterdam, and Bangkok.

“We are honoured to have been selected as the host destination for the UFI Global Congress,” said **H.E. Fatima bint Jaffar Al Sairafi, the Minister of Tourism and Chairman of Bahrain Tourism and Exhibitions Authority (BTEA)**. “This is a testament to Bahrain’s commitment to the MICE industry and our ongoing efforts to drive innovation in this promising sector. We look forward to welcoming delegates from across the globe to experience the Bahraini hospitality and the many opportunities our nation has to offer.”

UFI President Geoff Dickinson (CEO, dmg events) commented: “After Cologne in 2024 and Hong Kong in 2025, we couldn’t be more excited to announce that Bahrain will host the 2026 UFI Global Congress. Exhibition World Bahrain presented a very strong bid, making it an easy decision for the UFI leadership. After the success of the 2022 UFI Global Congress in Oman, we are thrilled to return to the Middle East for another unforgettable event.”

For more information about the UFI Global Congress, visit: www.ufi.org/events.

Attachments:

- [Official headshot of H.E. Fatima bint Jafaar Al Sairafi – Minister of Tourism and Chairman of Bahrain Tourism and Exhibitions Authority \(BTEA\)](#)
- [Official headshot of UFI President Mr Geoff Dickinson](#)
- [Group photo of UFI and EWB at UFI European Conference](#)

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 its more than 70 national and regional association members. More than 850 member organisations in 87 countries around the world 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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