

## UFI welcomes Pierre Aurélien Vidon as Head of Marketing and Communications

**Paris – 27 June 2024:** UFI, the Global Association of the Exhibition Industry, has recently appointed Pierre Aurélien Vidon as the association's new Head of Marketing and Communications.

In his role, Pierre Aurélien will enhance UFI's visibility and engagement among its members and industry stakeholders. His expertise will be instrumental in evolving UFI's image and developing strategic campaigns to amplify the association's mission as well as highlight the actions of our members for the entire industry.

Pierre Aurélien brings a wealth of experience and a fresh perspective to UFI's marketing efforts. After earning a Master's Degree in International Luxury Marketing from ISTECS — Higher Institute of Commerce and Marketing in France — he gained valuable experience working in marketing and communication across diverse companies in the fashion, retail, and insurance sectors. His background in addressing organisational challenges and deploying tailored brand awareness strategies will be instrumental in strengthening the association's global presence.

**Pierre Aurélien, UFI Head of Marketing and Communications**, added: "I'm thrilled to join UFI and bring my expertise to an organisation deeply rooted in our industry's history, dedicated to uniting professionals around values of mutual support and collaboration. I'm eager to explore this new sector and immerse myself in an international work environment deeply connected to the world's biggest challenges."

"Pierre Aurélien Vidon's addition to our team marks an exciting new chapter for UFI," commented **Adeline Vancauwelaert, COO of UFI**. "His forward-thinking approach and extensive experience will be invaluable to enhancing our engagement and showcasing the impactful work of our members and stakeholders. We are confident that his vision and leadership will help further the global reach of the exhibition industry."

For more information about UFI and its initiatives, please visit [www.ufi.org](http://www.ufi.org).

### Attachment:

- [Portrait of Pierre Aurélien Vidon](#)

***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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