

## UFI expands education programmes globally to foster industry excellence

- Growing UFI Exhibition Management School and Venue Management School offerings around the world
- Two-year UFI Greater Bay Area Education Partnership signed with Macau Fair & Trade Association (MFTA)

**Paris – 25 July 2024:** UFI, the Global Association of the Exhibition Industry, is excited to announce the expansion of its education programmes globally. This strategic initiative underscores UFI's commitment to education as one of its core pillars, aiming to empower professionals at all stages of their careers with the skills and knowledge necessary to excel in the ever-evolving exhibition landscape.

### Regional Successes and Upcoming Programmes

This year, UFI successfully conducted a Venue Management School (VMS) in Shenyang, hosted by Shenyang New World EXPO and held in collaboration with the Venue Management Association (VMA) of Australia. Additionally, a VMS took place in Macau with the support of the Macau Fair & Trade Association (MFTA), enhancing the expertise of local venue management professionals.

Looking ahead, UFI will also host a UFI Exhibition Management School programme in Macau with MFTA from 10-12 September, which is expected to significantly elevate the professional standards and capabilities within the exhibition industry.

### UFI Greater Bay Area Education Partnership

UFI and the Macau Fair & Trade Association (MFTA) have signed the first-ever Greater Bay Area Education Partnership, which will include multiple onsite, in-person UFI education programmes in Macau. UFI's Exhibition Management School and Venue Management School, held in English and Mandarin, will be among the programme offerings.

This exclusive, two-year agreement further underscores UFI's role as a leading education provider for the global exhibition industry and will help establish Macau as an education hub.

**Adeline Vancauwelaert, COO of UFI**, comments, "In response to the growing demand for professional development opportunities, UFI is committed to expanding our educational offerings globally. Education is one of UFI's core pillars, and we aim to ensure that industry professionals worldwide have access to the highest quality training and resources, empowering them to drive the future of the exhibition industry."

"We are thrilled to see UFI's educational programmes expand significantly over the past year, with continued growth on the horizon thanks to dedicated education patrons like MFTA. UFI remains committed to providing continuous learning and professional development to the entire industry, and we extend our gratitude to the lecturers, partners, and hosts who help us make this possible," adds **Anna Lawrence, UFI Education Programme Manager**.

Both the UFI Exhibition Management School (EMS) and the UFI Venue Management School (VMS) are foundation programmes of the UFI Certified Professional designation.

For more information about UFI's education programmes and how to enrol, please visit [www.ufi.org/education](http://www.ufi.org/education).

**Attachments:**

- [UFI and MFTA 'Greater Bay Area Education Partnership' signing ceremony in Macau](#)
- [UFI Venue Management School held in Macau](#)
- [UFI Venue Management School held in Shenyang](#)

***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 more than 70 national and regional association members. More than 870 member organisations in 89 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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