

UFI announces theme for 91st UFI Global Congress in Cologne

Paris – 3 September 2024: UFI, The Global Association of the Exhibition Industry, announces today the theme for its flagship event of the year. Hosted by Koelnmesse in Cologne, Germany, from 20-23 November 2024, this year's Global Congress will centre around “*Changes to Chances*” – it will define and describe global changes underway and forthcoming as well as tackle the question of which opportunities they will provide for the sector.

“From geopolitics to new behavioural patterns, from climate to data regulations, the exhibition industry is facing a whirlwind of changes – impacting our business model, the value chain, and our customers’ needs and actions. To tackle these, we are turning this year’s UFI Global Congress into a gateway to understanding how these *changes* can be transformed into *chances* – into opportunities to innovate, grow, and thrive in a new, different landscape”, says **Kai Hattendorf, UFI CEO**.

Highlights of the 91st UFI Global Congress include an opening keynote, C-level speakers from within and outside the industry, and an ever-evolving blend of sessions ranging from short and crisp talks to audience-favourite exclusive sessions. These sessions include the “Global Exhibition Industry Board Meeting”, the “Strategy Power Hour”, the Next Generation Leadership session, and the focused session of the host market – this year, Germany. Announced speakers and the evolving programme are always up to date on the UFI Global Congress website.

The Path Forward

UFI believes that every challenge presents an opportunity. This year’s Congress in Cologne is not just about addressing the difficulties the exhibition industry faces but about empowering attendees to turn these into significant opportunities. Whether it’s embracing new technologies, adapting to changing customer behaviours or rethinking traditional models, this is the industry’s chance to shape its future.

UFI warmly invites the 50,000+ industry professionals from its member companies, along with colleagues from partner associations—SISO, ICCA, and AIPC—to its premier annual gathering. This is where industry leaders from around the world come together to build connections and share invaluable insights.

To secure your place at the UFI Global Congress, visit www.uficongress.org.

For media inquiries, please contact media@ufi.org.

For sponsor inquiries, please contact events@ufi.org.

Attachments:

- [“Changes to Chances” theme visual](#)
- [91st UFI Global Congress key visual – 1920 x 1080](#)
- [91st UFI Global Congress key visual – 1024 x 1024](#)

***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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