

UFI selects Chris Skeith as next CEO

Paris – 1 October 2024: UFI, The Global Association of the Exhibition Industry, has selected Chris Skeith, OBE, as the organisation’s next Chief Executive Officer, taking over from Kai Hattendorf on the 1st of January 2025.

Skeith will join UFI from the AEO (Association of Event Organisers), the leading association for organisers of events in the UK and internationally, where he has served as the organisation’s CEO since 2014.

“We interviewed several excellent candidates both from within and outside of UFI, and with Chris, we are convinced that we have selected an excellent leader to continue the development and evolution of UFI as our industry’s globally leading trade body”, says **Geoff Dickinson, UFI President**. “Chris has been active in UFI for many years, chairing the Associations Committee and serving on UFI’s Executive Committee. In his AEO role, he has worked closely with our present management team, Kai and Adeline, on many issues, from Event Management to Advocacy. He is uniquely qualified to take on the role of the UFI CEO with his excellent track record.”

“I look forward to continuing to serve our great industry, now on a global level at UFI”, says **Chris Skeith**. “I am joining a UFI team that is already setting the global standard on research, advocacy, collaboration and community excellence, and I will do my very best to build on the great work that has been done in the last decade.”

Chris started his career in media auditing at the Audit Bureau of Circulations, where he later led on the development of their auditing products for the event sector. In 2006 Chris moved to the Events Industry Alliance (EIA), overseeing the merger of AEC & BECA to form ESSA (Event Supplier & Services Association). In 2010, he also became Director of ESSA’s sister association, AEV (Association of Event Venues), driving venue engagement through numerous special interest groups before moving on to AEO in 2014. He continues to be a Director of EIA, which represents the sector to government and regulators. In the Queen’s Birthday Honours List 2021, he was awarded an OBE for services to the Events Industry.

Attachments:

- [Portrait of Chris Skeith](#)
- [Photo of Kai Hattendorf and Chris Skeith](#)

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 72 national and regional association members. More than 880 member organisations in 90 countries and regions worldwide 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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