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## Registration open for 2025 UFI Asia-Pacific Conference in Melbourne

- Conference to be hosted by the Melbourne Convention & Exhibition Centre (MCEC) from 13-14 February
- Event to be co-located with Asia-Pacific Incentives and Meetings Event (AIME) and the Australian Business Events Association (ABEA) meeting

UFI, The Global Association of the Exhibition Industry, has opened registration for the 2025 UFI Asia-Pacific Conference. Hosted by the Melbourne Convention & Exhibition Centre (MCEC), the annual gathering for the region's leaders and stakeholders will take place from 13 to 14 February in Melbourne, Australia.

Following a successful 2024 edition in Macau that drew nearly 300 industry leaders from over 20 countries, the 2025 Conference is set to be an exceptional gathering. Co-located with the Asia-Pacific Incentives and Meetings Event (AIME) and the Australian Business Events Association (ABEA) Leaders Forum, delegates will benefit from a robust programme that offers a unique opportunity for discussions covering a wide range of topics, including the rising importance of sustainability policies, the impact of AI on events, the outlook of M&A, innovative events and much more.

“MCEC will become the epicentre of the business events industry in February, hosting both AIME and the 2025 UFI Asia-Pacific Conference in the same week. This will provide a unique opportunity for industry professionals to network, collaborate and learn from each other in one convenient location,” comments **Natalie O'Brien AM, CEO of Melbourne Convention and Exhibition Centre (MCEC)**.

“The back-to-back events solidify MCEC's reputation as a leading destination for conferences and exhibitions in the Asia Pacific region. We look forward to welcoming visitors from across the region, and providing a platform for innovation, connection and growth in the industry.”

**Mark Cochrane, UFI Regional Director Asia-Pacific**, adds, “UFI is excited to bring our Asia-Pacific Conference to Australia for the first time in the history of this event. The Australian exhibition market is dynamic, innovative and growing. We are pleased to be closely collaborating with key stakeholders including our host, MCEC, as well as ABEA and the organisers of AIME. This is sure to be one of the most successful and memorable conferences.”

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in the Middle East & Africa, the Americas, Europe, and Asia-Pacific, as well as the UFI Global Congress.

For further details on the programme and to register, please visit the UFI Asia-Pacific Conference website: [www.ufiasia.org](http://www.ufiasia.org).

#### **Attachments:**

- [2025 UFI Asia-Pacific Conference key visual \(1080 x 1080\)](#)
- [2025 UFI Asia-Pacific Conference key visual \(1920 x 1080\)](#)

***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. Close to 900 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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