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## UFI MEA Conference heads to Egypt in 2025

- Conference to be held from 28-30 April 2025 in Cairo, Egypt
- Egypt Expo and Convention Authority (EECA) to host at Cairo International Convention and Exhibition Center
- Registration now open to all exhibition industry professionals

UFI, The Global Association of the Exhibition Industry, is pleased to announce that the 2025 UFI MEA Conference will be held in Cairo, Egypt. Hosted by the Egypt Expo and Convention Authority (EECA), the event will bring together leaders and decision-makers from across the exhibition industry to Cairo International Convention and Exhibition Center from 28 to 30 April.

Held annually, the UFI MEA Conference serves as a platform for fostering growth, exchanging insights, and promoting collaboration within the region and beyond. Following a successful 2024 conference in Kigali, Rwanda—which brought together industry professionals from over 15 countries—Cairo is poised to deliver another exceptional edition that will build on this momentum and further support the region’s dynamic exhibition sector.

**General Sherif El Mawardy, Chairman of Egypt Expo & Convention Authority,** comments, “We sincerely thank UFI for granting our request to host the Middle East and Africa Conference & Expo from April 28 to 30, 2025. This follows Cairo’s milestone hosting of the 70th UFI Global Congress in 2003 at the Semiramis Intercontinental Hotel, which marked Cairo as the first city in the Middle East to host this prominent global event. This recognition showcases the international community’s regard for Egypt’s active and expanding role in the global exhibition sector.

Egypt has been a notable presence in this industry since participating in the Great Exhibition in London in 1851 and hosting the first International Agricultural Exhibition in Cairo in 1900. With our strategic location, world-class exhibition facilities, diverse economy, government incentives, thriving tourism sector, large domestic market, digital innovations, and skilled workforce, Egypt stands out as a premier destination for investors in the exhibition industry.

At the Egypt Expo & Convention Authority, we are committed to fostering strong partnerships across the Middle East, Africa, and beyond to fulfil our shared vision of advancing the exhibition industry by embracing best practices, innovative technologies, and international standards.”

**Said Al Shanfari, UFI MEA Chapter Chair and CEO of Oman Convention and Exhibition Centre**, adds, “The UFI MEA Conference is a vital platform for bringing together key players from across the region and beyond. With the rising interest in the North African market, especially among GCC stakeholders, this conference offers an unparalleled opportunity to connect, exchange ideas, and explore collaborations that can shape the future of our industry. I warmly invite all industry professionals to join us in Cairo for this exceptional event, as we collectively unlock new opportunities in this thriving region.”

**Naji El Haddad, UFI Regional Director MEA**, adds, “As one of the largest and most dynamic markets for business events in the region, Egypt continues to see remarkable growth in trade shows and exhibitions, making it a key player in driving economic and industry development. We are excited to bring the UFI MEA Conference to Cairo next April, where we will explore new opportunities and strengthen our community’s presence in this thriving market. I would like to extend our sincere gratitude to the Egypt Expo and Convention Authority for hosting this important event and for their continued commitment to supporting the exhibition industry”

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

Registration is now open to all exhibition industry professionals. For further details on the programme and to register, please visit the UFI MEA Conference website: [www.ufimea.org](http://www.ufimea.org).

## Attachments:

- [Signing ceremony for 2025 UFI MEA Conference in Cairo, Egypt](#)
- [2025 UFI MEA Conference key visual \(1920 x 1080\)](#)
- [2025 UFI MEA Conference key visual \(1080 x 1080\)](#)

**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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