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UFI leads delegation of exhibition executives to Saudi Arabia

UFI, The Global Association of the Exhibition Industry, has led a delegation of top executives from among the world's 20 leading exhibition companies globally to Saudi Arabia, parallel to the inaugural International MICE Summit in Riyadh.

The high-level Delegation, hosted by the Saudi Convention & Exhibition General Authority (SCEGA), participated in an exclusive closed-door meeting with SCEGA's Leadership to co-create Saudi Arabia's plan to become a global event hub. The members of the Delegation shared their ideas and extensive experience in what they believe will support Saudi Arabia to become a global hub for the exhibition industry.

Furthermore, the UFI delegation explored investment opportunities in the Kingdom's exhibition industry and was invited to co-create Saudi Arabia's roadmap to help become a sustainable, innovative global destination for business events.

UFI also supported the inaugural "International MICE Summit" as an Alliance Partner. The summit brought together around 1,000 participants to discuss the state of the industry and its role in economies and societies.

"This has been a very successful UFI delegation trip, culminating in top-level dialogue to drive positive developments for Saudi Arabia as well as for the international exhibition industry", comments **Kai Hattendorf, UFI CEO**.

Naji El Haddad, UFI Regional Director MEA, adds, "We are proud to support the International MICE Summit in Riyadh, a pivotal platform showcasing the immense potential of Saudi Arabia as a global hub for the business events industry. With visionary initiatives, robust infrastructure development, and a dynamic economy, the region is poised to redefine the future of meetings, incentives, conferences, and exhibitions. This summit underscores the growing importance of collaboration in unlocking these opportunities and driving the industry's growth to unprecedented heights."

SCEGA and UFI have agreed to continue this collaboration in 2025 while keeping the dialogue open with the industry about the country's industry future plans and strategies.

Attachment:

- [UFI Delegation in Saudi Arabia](#)

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.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org