

**Paris — 12/12/2024**

## Thailand Convention and Exhibition Bureau (TCEB) extends UFI Diamond Sponsorship Agreement

UFI, The Global Association of the Exhibition Industry, is pleased to announce that the Thailand Convention and Exhibition Bureau (TCEB) has renewed its multi-year UFI Diamond Sponsorship agreement, further strengthening its longstanding partnership with UFI.

The official signing took place during the 91<sup>st</sup> UFI Global Congress in Cologne, Germany, between Hugh Jones, UFI President, and Mr. Chiruit Isarangkun Na Ayuthaya, TCEB's President.

TCEB made history in 2012 as UFI's first-ever Diamond Sponsor. This renewal marks over a decade of continuous cooperation and confirms TCEB as the longest-standing UFI Diamond Sponsor in the association's history.

As part of the UFI Diamond Sponsorship Agreement, TCEB will continue to benefit from extensive year-round promotion and visibility across UFI's global events and activities.

**Mr. Chiruit Isarangkun Na Ayuthaya, TCEB's President**, said, "TCEB is immensely proud to extend our Diamond Sponsorship with UFI for another three years, solidifying our position as UFI's longest-standing Diamond Sponsor.

This continued partnership with UFI emphasizes our dedication to the global exhibition industry and our belief in UFI's vital role in shaping its future. It allows us to leverage their global network and expertise to attract international events, strengthen the competitiveness of Thailand's exhibition industry globally, and promote Thailand as a leading destination for international exhibitions. We are confident that this collaboration will generate significant economic benefits and strengthen Thailand's position on the world stage."

**Hugh Jones, UFI President**, added, "TCEB's renewal of their Diamond Sponsorship exemplifies the collaborative spirit that propels our industry forward. Their support has played a vital role in driving UFI's initiatives over the past decade, and this renewed commitment ensures we can continue to do so in the years to come."

## **UFI Diamond Sponsorship**

UFI Diamond Sponsor is the highest tier of UFI sponsorship available. It provides select partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefiting from the networking opportunities the globally leading association of the exhibition industry has to offer.

To find out more about UFI sponsorship activities, visit [www.ufi.org/sponsorship-opportunities](http://www.ufi.org/sponsorship-opportunities).

## **Attachment:**

- [UFI and TCEB signing ceremony at the 91<sup>st</sup> UFI Global Congress](#)

***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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