



UFI Commitment to the Exhibition Industry

Who We Are

UFI is the only global association of the world's trade show organisers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry.

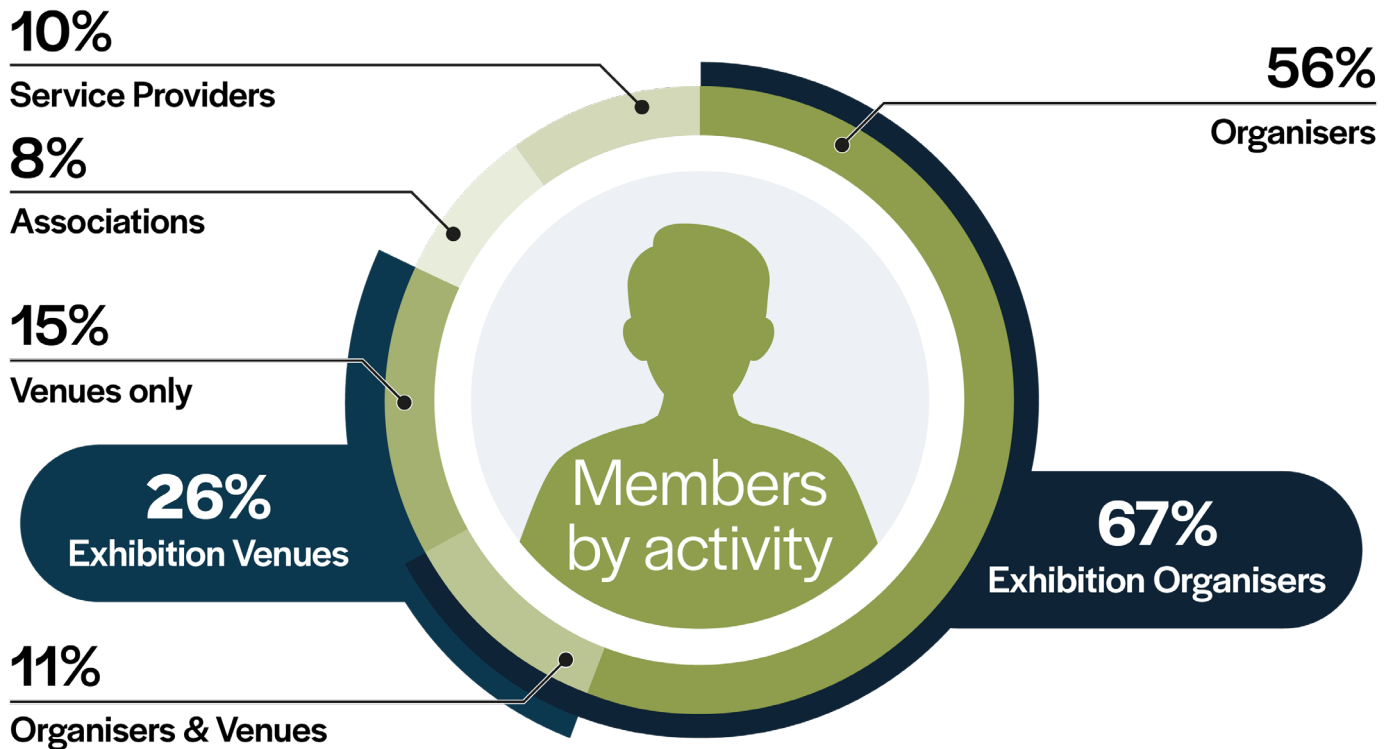
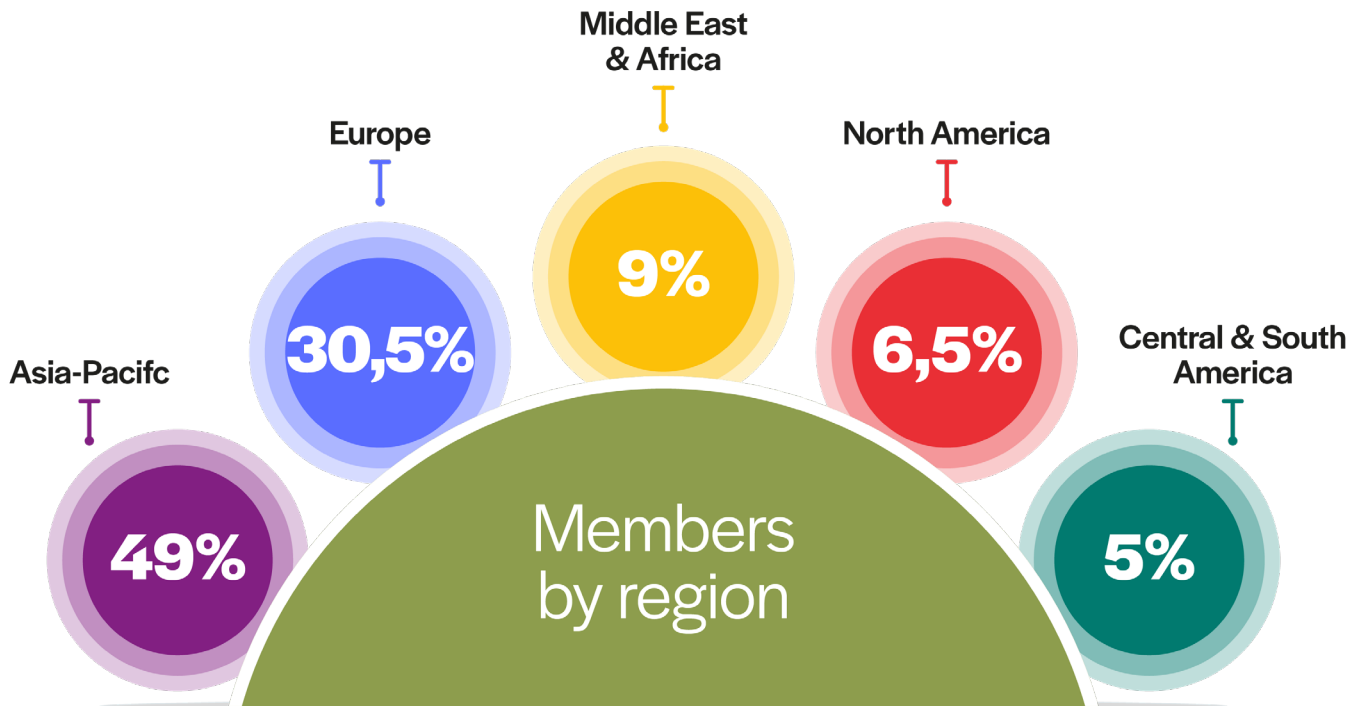
UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally and works with 70+ national and regional associations.

Around 900 member organisations in 85+ countries around the world are presently UFI members.

More than 900 trade fairs proudly bear the UFI-approved labels, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with unique marketing media aimed at developing outstanding face-to-face business opportunities.



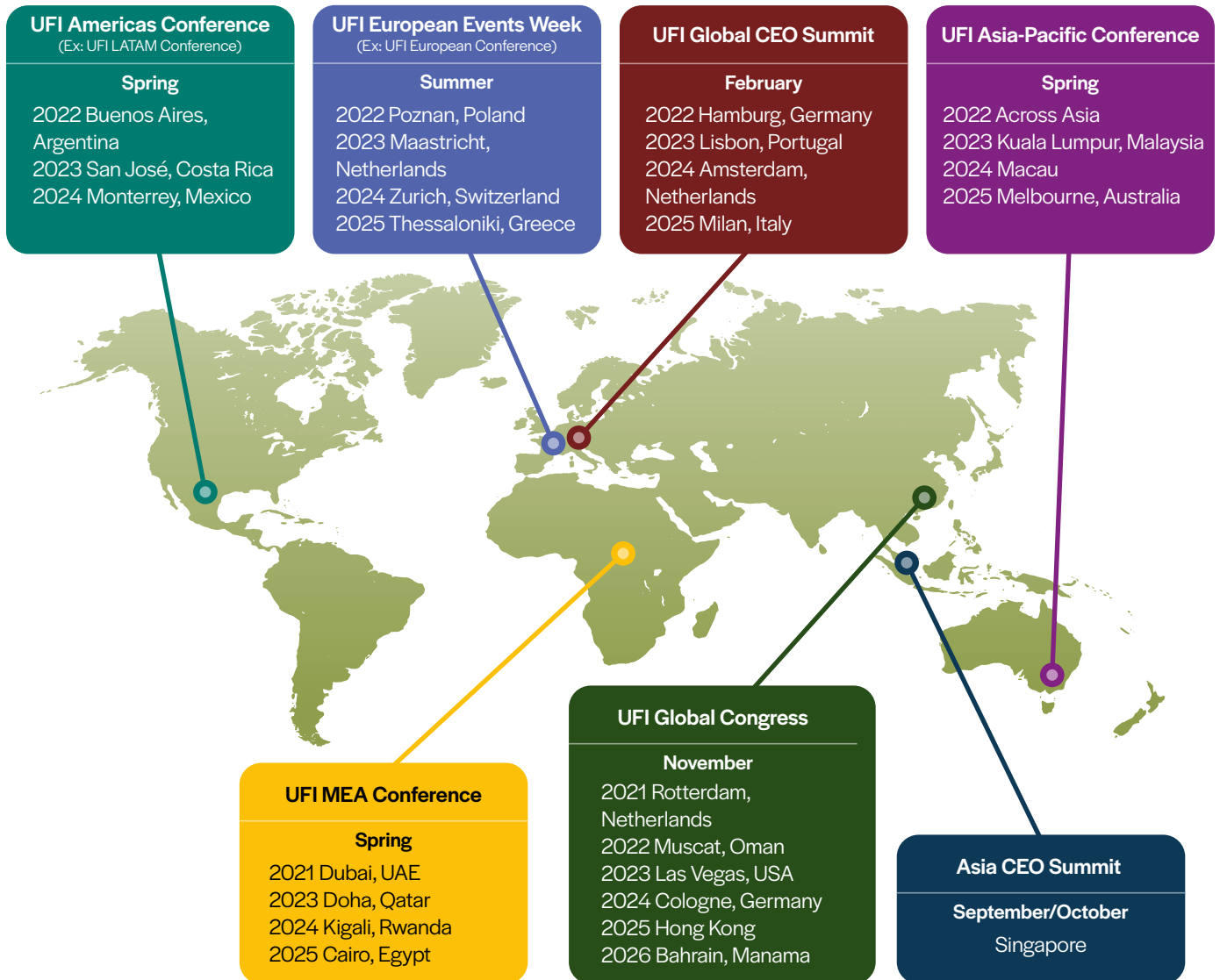
Join the network



UFI Events

Attending a UFI event is a great way to grow your international network, learn from industry experts and promote your organisation.

UFI Events 2021-2026



Other events include:

- Forums: Operations & Services, Sustainable Development, HR, Marketing, Digital Innovation
- UFI Event Directors Summit
- UFI connects (online sessions)

The Global Congress is reserved for UFI members only. Our other events are open to everyone, and UFI members benefit from preferential rates for these events. The Global CEO Summit is reserved for CEO-level delegates.

Exhibitions approved by UFI

The **UFI Approved Event** and **UFI Approved International Event** labels are recognised worldwide as the gold standard for quality in exhibitions and trade shows.

Since 1925, UFI has been certifying exhibitions to ensure they meet the highest global standards and provide accurate, reliable statistics. Today, over 900 exhibitions proudly carry the **UFI Approved International Event** label.

These prestigious labels are awarded only to events that meet stringent quality criteria. To uphold these high standards, exhibitions must undergo regular assessments conducted by UFI's global network of accredited auditors.

Each year, 350 million visitors and nearly 5 million exhibitors participate in events worldwide. UFI labels offer them a trusted benchmark for selecting top-quality exhibition experiences anywhere in the world.

The UFI Approved Event and UFI Approved International Event

Compare the two lists below to see if your exhibition or trade show is eligible for the UFI Approved Event or UFI Approved International Event quality label.

UFI Approved Event criteria

- ✓ The exhibition must have taken place twice already in any combination of physical, digital, or hybrid of the two.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules (June 2021), detailing:
 - Total net exhibition space for physical events.
 - Number of national and foreign visits or visitors.
- ✓ The physical exhibition must take place in an appropriate, permanent structure.
- ✓ The Host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.

 **UFI** Approved Event

UFI Approved International Event criteria

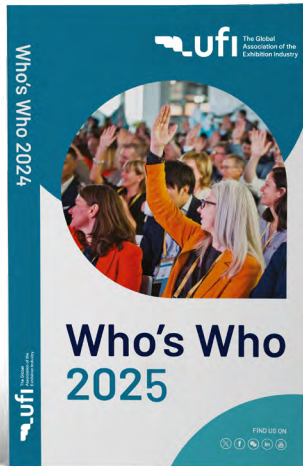
- ✓ The exhibition must have taken place twice already in any combination of physical, digital, or hybrid of the two.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules (June 2021), detailing:
 - Total net exhibition space for physical events.
 - Number of national and foreign exhibitors.
 - Number of national and foreign visits or visitors.
- ✓ The physical exhibition must take place in an appropriate, permanent structure.
- ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.

 **UFI** Approved International Event

For more information visit www.ufi.org or contact us at info@ufi.org

Connections & Awareness

UFI Who's Who and online member directory



UFI Member & Approved Events labels



Access to the network of international media partners



Being a member of UFI means your business is part of the global elite community of exhibition industry businesses:



Access our global network of Executives using the member listings to make contacts



Showcase your membership to customers and clients



Share your stories and news with UFI's global network of media partners to drive distribution and awareness.



Recognition

UFI Awards

The UFI Awards were launched to first and foremost recognise and honour exhibition professionals who have successfully implemented creative and results-oriented initiatives.

These awards offer the opportunity to learn about new initiatives related to the specific award theme. The UFI Awards are run on an annual basis, and the competition is open to UFI members and non-members alike. The winners of each award are also invited to the UFI Global Congress, UFI's flagship event, to present their solutions and/or initiatives to UFI members.



UFI offers awards in the following categories:

- Digital Innovation
- Marketing
- Human Resources
- Operations & Services
- Industry Partners
- Sustainable Development



Next Generation Leadership Grant

The UFI NGL grant promotes next-generation leadership in the exhibition industry, rewarding professionals who show clear initiatives to drive change and innovation in their area of activity.

Known as the industry's leading global talent recognition programme, the NGL grant reflects UFI's commitment to recognising and supporting the best talents within the exhibition industry.



Programme participants benefit from:

- Working on a given mission as a global group with support from the UFI team.
- Presenting their work in front of the global industry leadership at the UFI Global Congress.
- High-profile opportunities to grow their professional network.
- Unique global recognition and media coverage.



UFI Medal of Honour

Called the “UFI Medal of Honour”, this new scheme award up to three individuals annually for their unique services to the global exhibition industry at large and the UFI community in particular.

Each year, the UFI President selects recipients in consultation with the respective members of the UFI trio.

The “UFI Medal of Honour” is a specially designed medal hand-crafted by FIA Médaille, a French company founded in 1928 and based in Dardilly, near Lyon. Known for its exceptional craftsmanship, the company is recognised with the prestigious “Entreprise du Patrimoine Vivant” label.

The medal is accompanied by a certificate of recognition and a special lapel pin.



Education

UFI is committed to promoting the unique value of trade fairs and educating exhibition industry professionals. UFI's strong global presence provides extensive networking and education opportunities, enabling members to drive business growth and uphold quality standards across the industry.

UCP – UFI Certified Professional

By popular request from our member base and the exhibition industry as a whole, participants will now have the opportunity to receive a UFI endorsement for their professional education received through UFI offerings.

Launched in March 2021, the UCP programme includes existing UFI educational programmes as well as modules offered by trusted educational partners from the UFI community worldwide.

UFI Exhibition Essentials

The UFI Exhibition Essentials course provides a comprehensive foundation for designing and executing a successful exhibition concept. It covers key areas of exhibition delivery, including planning, venue selection, budgeting, marketing strategies, sales strategies, operations, content creation, and customer experience.

This course is designed to prepare emerging talent to become the industry leaders of tomorrow by building the skills and capacities of new exhibition professionals. It equips participants with core competencies and essential industry knowledge to promote quality standards on a global scale.

UFI Exhibition Management School

Launched in 2020, the UFI Exhibition Management School (UFI-EMS) is a continuum of the Exhibition Management Degree that UFI initiated and has been organising since 2007.

UFI and MBB-Consulting Group (MBB) are working to provide this new industry education programme for exhibition organisers: the UFI-Exhibition Management School (UFI-EMS).

In the years to come, this collaboration will respond to a clear demand for high-level, focused quality education and training for the global exhibition industry.

The curriculum was developed jointly with the UFI community, making it a programme designed by exhibition organisers for exhibition organisers.

UFI Venue Management School

UFI joined forces with the Venue Management Association (VMA) in Australia to develop this innovative training programme, which is tailored to the specific requirements of venue managers.



Research

UFI offers reliable data and insights for members and the industry at large, as research is a core element of our association's mission. There are three lines of research: Global, Regional and Topical reports.

Global Reports include:

- 📊 The Global Barometer: a bi-annual report on the developments in the exhibitions world
- 📊 The World Map of Venues report on venue capacity developments
- 📊 Economic Impact Studies on the value of exhibitions
- 📊 A report on the economic, social & environmental impacts of a number of exhibitions industry projects around the globe (in relation to the United Nations Sustainable Development goals).
- 📊 A report on the status of sustainability in the exhibition industry, including results from surveys conducted by UFI research partner Explori.

Regional Reports: regular market overviews:

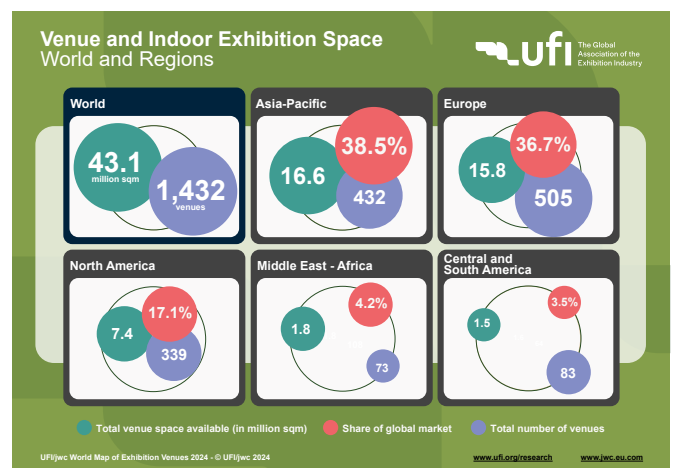
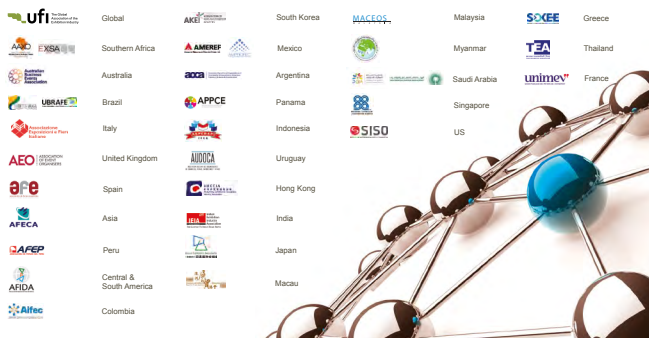
- 📊 The European Fairs Statistics is an annual list of certified data for Europe on trade fairs in Europe, broken down by country
- 📊 The Asia/Pacific report is an annual analysis of country market developments
- 📊 The Latin America report is the first comprehensive overview by UFI of the exhibition industry in Latin America
- 📊 The Middle East & Africa report presents an overview of the exhibition market in this region.

Topical Reports focus on challenges and developments in the industry:

- 📊 Global Insight reports on Exhibitor and Visitor trends
- 📊 Best practices along industry verticals
- 📊 As well as an archive with some historical reports going back to 2011.

UFI Global Exhibition Barometer

ufi The Global Association of the Exhibition Industry
34th Edition
 Report based on the results of a survey concluded in January 2025



Advocacy

UFI drives and advances advocacy for the exhibition industry globally through the collaborative efforts and collective voices of our members, partner organisations and international institutions.

UFI members benefit from a collection of advocacy resources through the UFI Advocacy portal, which features:

Initiatives

UFI facilitates key industry initiatives such as Global Exhibitions Day and the Net Zero Carbon Events to drive the visibility of the exhibition industry.

These activities and platforms come equipped with toolkits, manifestos, and resources to engage with local and regional governments, stakeholders and the community.



Issues

UFI provides timely updates on current issues such as sustainability, talent, and legislation that impact the exhibition industry.

These issues are addressed through white papers, best practices, and responses by UFI and the industry to enhance understanding of relevant topics and potential implications for the exhibitions industry.

Institutions

UFI collaborates with international organisations to align efforts and amplify voices for the exhibition industry. These joint engagements drive awareness and extend the industry's influence.



Global Exhibitions Day

Set up in 2016, Global Exhibitions Day (GED) is held annually on the first Wednesday of June to drive visibility of the exhibition industry locally, regionally

and on a global scale. In recent years, it saw activations and activities from industry players in over 100 countries and regions around the world.



**GLOBAL
EXHIBITIONS
DAY**

GBALEXHIBITIONSDAY.ORG

The 10th Global Exhibitions Day will take place on
Wednesday, 4 June 2025.



Get involved with GED via



www.globalexhibitionsday.org



ged@ufi.org



www.facebook.com/ufilive



www.x.com/ufilive



www.linkedin.com/company/ufi-association



www.ufi.tv "Global Exhibitions Day"

Insights & Content

UFI produces and shares exclusive and unique content and insights with members.

The Members' Area has a vast library of on-demand sessions from UFI events worldwide, covering topics such as digitalisation, international development, crisis management, sales effectiveness, marketing, sustainability, human resources, and security.

Through UFI membership, members can **sign up for a special blend of industry publications**, including Exhibition World UFI magazine, our monthly newsletter UFI Info, and more.

And, of course, there is special **access to events, research, education, and advocacy materials.**

SUBSCRIBE TODAY

Receive the bi-monthly magazine
FREE of charge!



UFI Headquarters & Europe Regional Office
17, rue Louise Michel
92300 Levallois-Perret - France

T: +33 1 46 39 75 00
F: +33 1 46 39 75 01
europe@ufi.org



UFI Asia-Pacific Regional Office
Rm1902, 19/F Singga Commercial Centre
No. 144-151 Connaught Road West - Hong Kong

T: +852 2525 6129
F: +852 2525 6171
asia@ufi.org



UFI Central & South America Regional Office
Corferias, Cra 37 # 24-67
Auditorium Second Floor
Bogota - Colombia

T / F: + 571 3445486
csa@ufi.org



UFI North America Regional Office
9 West Street Warwick
New York - USA

T / F: +1 (845) 545-0653
northamerica@ufi.org



UFI Middle East & Africa Regional Office
Info Salons Middle East Office Sheikh Zayed Rd
City Tower 2, Office 2001A PO Box 58580
Dubai, United Arab Emirates

T: +971 (0)4 331 7180
mea@ufi.org

JOIN OUR COMMUNITY

 www.facebook.com/ufilive

 www.linkedin.com/company/ufi-association

 www.youtube.com/@UFITV

 www.x.com/ufilive

 official UFI account

LEARN MORE

 web www.ufi.org
blog www.ufilive.org

 art of fiber

 AsiaWorld-Expo
亞洲國際博覽館

 it-ex

 THAILAND MICE
MEET THE MAGIC

 TCEB

 visit QATAR

UFI Diamond Sponsors