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UFI Asia-Pacific Conference brings industry leaders to Australia for the first time

- Industry leaders from 20+ countries gather in Melbourne, Australia
- Diverse line-up of speakers tackle sustainability, AI, talent, and more
- Event co-located with Asia-Pacific Incentives and Meetings Event (AIME) and the Australian Business Events Association (ABEA) Leaders Forum

The UFI Asia-Pacific Conference, hosted at the Melbourne Convention and Exhibition Centre, brought together industry leaders from over 20 countries to Australia for the first time on 13-14 February.

Co-located with the Asia-Pacific Incentives and Meetings Event (AIME) and the Australian Business Events Association (ABEA) Leaders Forum, the conference set the stage for a dynamic week of exceptional networking, insights, and industry collaboration.

Natalie O'Brien AM, Chief Executive of Melbourne Convention and Exhibition Centre, commented, “We were thrilled to host the UFI Asia-Pacific Conference for the first time in Australia. Hundreds of thought leaders from around the world came together to network, exchange ideas and discuss some of the biggest challenges and opportunities for our industry.”

“It was a momentous week for the business events industry, with the UFI Asia-Pacific Conference, AIME and ABEA Leaders Forum all taking place here at MCEC. We were proud to showcase Melbourne’s vibrant, welcoming culture and reputation for delivering world-class events.”

“We were thrilled to bring the UFI Asia-Pacific Conference to Australia for the first time ever,” added **Chris Skeith OBE, Managing Director and CEO of UFI.**

“As the exhibition industry continues to evolve, the conversations we’ve had here in Melbourne—on sustainability, AI, talent, and more—will help shape the future of our sector in the region and beyond. We’re excited to see the momentum from this event drive innovation and growth across the industry.”

Over two days, a diverse lineup of speakers and thought leaders from across the APAC region and beyond tackled key issues shaping the exhibition industry today, including talent development, artificial intelligence, sustainability, and evolving market trends. All sessions will be made available to UFI members and conference participants in the coming days as on-demand videos.

Alongside the sessions, the UFI Asia-Pacific Chapter and Associations Committee also had a chance to meet and share updates. The Associations Committee meeting provided updates on UFI research and advocacy and included a presentation by MFTA (Macau), focusing on education and sustainability.

In addition, post-conference tours offered delegates the opportunity to experience the vibrant host city of Melbourne. Highlights included a behind-the-scenes look at the iconic Melbourne Cricket Ground (MCG), a scenic cruise along the Yarra River showcasing the city's stunning skyline, and visits to the Australian Sports Museum and the legendary Melbourne Formula 1 Grand Prix Circuit.

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in Asia-Pacific, the Americas, Europe, and the Middle East & Africa, as well as the UFI Global Congress. The next event will be the UFI MEA Conference, which will take place from 28 to 30 April in Cairo, Egypt. The 92nd UFI Global Congress will take place in Hong Kong SAR from 19 to 22 November.

In 2026, the UFI Asia-Pacific Conference will take place in Bangkok, Thailand, hosted by the Thailand Convention & Exhibition Bureau (TCEB).

Full details about the UFI Asia-Pacific Conference 2025 can be found on the event website: www.ufiasia.org.

Attachments:

- [2025 UFI Asia-Pacific Conference key visual \(1080 x 1080\)](#)
- [2025 UFI Asia-Pacific Conference key visual \(1920 x 1080\)](#)
- [Group photo of Associations Committee meeting in Melbourne](#)
- [Photo from UFI Asia-Pacific Chapter meeting](#)
- [Group photo of MFTA and IPIM delegation from Macau](#)

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. More than 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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