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UFI appoints Alex Hsu as Programme Manager Content & Communities

UFI, The Global Association of the Exhibition Industry, is pleased to welcome Alex Hsu as the association's new Programme Manager Content & Communities.

In his role, Alex will work within UFI's Marketing & Communications team on strategic initiatives such as Global Exhibitions Day and the Next Generation Leadership Grant, coordinating with overseas partners and stakeholders to ensure their success. He will also play an integral role in UFI's 100-Year Celebration campaign.

Originally from Taiwan and now based in Paris, Alex brings six years of international experience in trade show coordination and marketing, having worked with Messe Frankfurt in both Taiwan and France. His expertise also extends beyond exhibitions with a background in graphic design, enabling him to bring both his creative and strategic sides to UFI's programmes and initiatives.

Alex Hsu, UFI Programme Manager Content & Communities, comments, "This opportunity at UFI offers me a fresh perspective on the exhibition industry. I'm excited to be part of this international team, and I look forward to applying my expertise to further enrich UFI's programmes and activities worldwide."

"We are delighted to welcome Alex to UFI," adds **Adeline Vancauwelaert, COO of UFI**.

"With his industry knowledge and creative mindset, he is a fantastic addition to our Marketing & Communications team. We look forward to the work he'll do to further strengthen our reach within the global exhibition industry."

For more information about UFI and its initiatives, please visit www.ufi.org.

Attachment:

- [Portrait of Alex Hsu](#)

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.

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