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Registration now open for 92nd UFI Global Congress in Hong Kong

- 92nd UFI Global Congress to take place from 19-22 November 2025
- UFI's most global event to be hosted by AsiaWorld-Expo in Hong Kong
- Once-in-a-century occasion to celebrate UFI's 100th-anniversary

UFI, The Global Association of the Exhibition Industry, has officially opened registration for the 92nd UFI Global Congress, which will take place from 19-22 November 2025 at AsiaWorld-Expo in Hong Kong SAR.

As the premier annual event for the exhibition industry, the UFI Global Congress brings together hundreds of industry leaders from across the world to connect and exchange insights. It also features diverse programming with speakers from both within and outside the exhibition industry, sharing their expertise on the latest challenges, innovations, and opportunities driving the industry forward.

The 2025 UFI Global Congress will be a once-in-a-century event, marking the culmination of UFI's 100th-anniversary celebrations. UFI has been celebrating its century-long legacy online and at its regional conferences throughout the year, and Hong Kong will serve as the grand finale, featuring special surprises and exclusive moments for attendees.

“Hosting the 92nd UFI Global Congress at AsiaWorld-Expo in Hong Kong marks a significant milestone for us, especially as we celebrate UFI's 100th anniversary. Hong Kong's vibrant culture and robust business environment make it the perfect backdrop for this global gathering. We are dedicated to delivering an exceptional experience for every attendee,” comments **Irene Chan, CEO of AsiaWorld-Expo**.

“This year, we are also excited to launch our new GBA activation program, which will highlight the seamless connectivity and diversity of the Greater Bay Area through visits to Macau, Zhuhai, and Shenzhen. I am eager to welcome the global exhibition community to join us in this celebration of unity and innovation at this historic event.”

“The UFI Global Congress is where the industry’s leaders come together to discuss the future, build connections, and gain insights from peers across the globe,” adds **Chris Skeith OBE, CEO and Managing Director of UFI**.

“This year’s edition will be particularly special as we honour the past, celebrate the present, and shape the future during our 100th anniversary. We look forward to welcoming our global community to Hong Kong for this milestone event.”

UFI invites the 50,000+ industry professionals in its member companies, as well as colleagues from partner associations SISO, ICCA, and AIPC, to attend this flagship event that brings together the world’s leading exhibition organisers, venues, and service providers.

Early Bird registration rates are available until 5 June 2025. For more information, visit: www.uficongress.org.

For more information about sponsorship and media opportunities, please contact events@ufi.org.

Attachments:

- [2025 UFI Global Congress visual – 1920 x 1082](#)
- [2025 UFI Global Congress visual – 1024 x 1024](#)

***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