

UFI announces 2017 Global Congress theme: “Raising the Odds - Pressures and Profits in the Exhibition Industry”

- “Raising the Odds - Pressures and Profits in the Exhibition Industry”
- Gathering 400+ delegates from the exhibition industry worldwide
- Taking place 1-4 November 2017, Johannesburg (South Africa)

Paris/Johannesburg, 1 March 2017 – UFI, the Global Association of the Exhibition Industry, has announced the theme of this year’s UFI Global Congress: “Raising the Odds - Pressures and Profits in the Exhibition Industry”. The event takes place 1-4 November 2017 in Johannesburg (South Africa).

UFI’s Global Congress, is the most international annual gathering in the exhibition industry, open for UFI members from around the world. It brings together hundreds of organisers, venue operators, service providers and industry associations from over 50 countries.

With the exhibition industry showing signs of optimism despite global political turbulence, UFI decided on an economic focus for its UFI Global Congress 2017.

Kai Hattendorf, UFI Managing Director and CEO explains: “Huge investments are being made in exhibitions and events, and economists predict that the exhibition industry will outgrow global economic growth. But at the same time, economic growth has slowed. Politically, protectionism is on the rise. And operationally, digitisation is driving ever-faster change within organisations.”

“UFI’s 84th Global Congress in Johannesburg offers our members a vital chance to find solutions, stay ahead, keep in touch with exhibition industry colleagues worldwide,” says Hattendorf.

UFI unveiled its 84th Global Congress 2017 theme at a “Meetings Africa” press conference in Johannesburg.

Representing the world’s leading tradeshow organisers and exhibition centre operators, UFI counts 83 UFI members in Africa and the Middle East. The organisation expects exhibitions to develop in Africa as economies across the region become stronger and more diverse.

Craig Newman, CEO Johannesburg Expo Centre, local host for the Congress, says South Africa is the perfect place for this year’s UFI Global Congress. He says: “Africa is often cited as role model for pragmatic solutions in difficult situations, and for our can-do spirit. We’ll certainly live up to the occasion. Whether for the sessions, or the networking events – this will be an event to remember, and I personally want to invite everyone to free your diaries and come to Johannesburg.”

UFI’s Global Congress enables its members from all continents to meet and gain insight into topics of strategic interest, current trends and challenges for the exhibition industry. Each year it is held in a different region. Johannesburg follows Shanghai (China) in 2016, and Milan (Italy) in 2015. The 2018 Congress is scheduled for Saint Petersburg (Russia).

The 84th UFI Global Congress takes place at the Sandton Convention Centre in Johannesburg, on 1-4 November 2017.

The congress programme will be announced soon. General information is already available at www.ufievents.org. You can find destination specific information at www.ufijoburg2017.co.za.

Attached: Picture of Dr Andreas Gruchow, UFI President and Craig Newman, CEO Johannesburg Expo Centre signing the congress hosting contract.

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About UFI - The Global Association of the Exhibition Industry UFI is the leading global 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 around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. More than 700 member organisations in 84 countries around the world 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:

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About Johannesburg Expo Centre: Situated just south of Johannesburg, the Johannesburg Expo Centre is South Africa's largest purpose-built exhibition, conference and events venue and one of the city's best known landmarks. This one-of-a-kind venue is home to South Africa's oldest and most cherished consumer event, The Rand Show, as well as other world-class trade shows and events such as Automechanika, BAUMA Conexpo Africa and Electra Mining. A proud leader and ambassador of its industry, the Expo Centre offers multipurpose facilities providing more than 50 000m² of indoor space, more than 100 000m² of versatile outdoor space as well as a multipurpose arena that can accommodate up to 20 000 people.

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