

UFI European Conference heads to Zurich in June 2024

- Annual UFI European Conference to be held from 11-13 June in Zurich, Switzerland and hosted by MCH Group's Messe Zürich
- Conference to be co-located with the Event Directors Summit – one-day event for 50 exhibition & portfolio directors

Paris / Zurich – 12 October 2023: UFI, The Global Association of the Exhibition Industry, will hold its next European Conference in Zurich, Switzerland from 11-13 June 2024. Open to all exhibition industry professionals, the conference is the most important annual gathering of exhibition industry leaders in the region.

Connected to the main event, Zurich will also host the 2nd edition of the Event Directors Summit – a “by invitation only event” for 50 exhibition and portfolio directors, launched at the 2023 European Conference.

The UFI events will be hosted by MCH Group and they will take place at Messe Zürich, located in the vibrant Oerlikon district, just a few minutes away from the city centre and the international airport. Zurich boasts excellent connectivity and transport links, making it a very convenient destination for all conference delegates.

“We are delighted to welcome UFI to Zürich next year. The European Conference brings together a very important community and it will be a pleasure to host them here at the Messe Zürich and show them around our beautiful city. We are also excited to welcome the Event Directors Summit – this event is an important addition and of course, this select group is very attractive to us as a leading host for guest events in Switzerland with our venues in Basel and Zurich. We look forward to seeing you all here in June next year,” adds **Roman Imgrüth, CEO MCH Exhibition & Events**.

“We are thrilled to take the European Conference to Zurich in 2024. We look forward to welcoming industry professionals from Europe and beyond to meet here for networking, learning and sharing our experiences. It is an exciting time right now and we will have a lot to talk about,” says **Nick Dugdale-Moore, UFI Regional Director Europe**.

Pre-registration for the conference is already open and can be done here: www.ufieurope.org.

As the Global Association of the Exhibition Industry, UFI regularly organises regional conferences in Latin America, Asia-Pacific, Europe, and the Middle East & Africa, as well as the annual UFI Global Congress. The next event will be the UFI Global Congress, which will take place in Las Vegas, USA, from 1-4 November.

Attachments:

- [2024 UFI European Conference visual](#)

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 its 60 national and regional association members. More than 820 member organisations in 85+ 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.

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