

# UFI Global Congress - the exhibition industry's annual global gathering heads to Cologne in 2024

- Koelnmesse selected as host in their centennial year
- Congress to take place from 20-23 November, 2024

Paris / Cologne – 15 November 2022: UFI, the Global Association of the Exhibition Industry, has announced that its 91<sup>st</sup> UFI Global Congress will be held in Cologne, Germany. It will be hosted by Koelnmesse, and take place from 20-23 November 2024.

The Congress will be hosted in the new Confex Congress Center at Koelnmesse, one of the most modern trade fair centers in Europe. As a city fair in the heart of Europe, the venue occupies the third-largest exhibition center in Germany and, with nearly 400,000m<sup>2</sup> of indoor and outdoor space, is among the top ten in the world. With more than one million inhabitants, Cologne is the fourth largest city in Germany and is one of the most important and popular tourist destinations in Europe.

UFI President, **Monica Lee-Müller**, says: “What a way for me to end my turn as the UFI president – being able to share the news that our association’s biggest event will return to Cologne, one of UFI’s 20 founding members, in 2024. Cologne won the bid against strong competition from around the world. After Muscat this year and Las Vegas in 2023, this is certainly another world class destination.”

CEO of Koelnmesse, **Gerald Böse**, says: “In 2024, we will celebrate 100 years of Koelnmesse. Thus, 2024 will be the year when tradition and future come together in a very special way. The time and place will be just right for another major event of our industry. Be part of it and celebrate together with us in the circle of our worldwide trade fair family. We cannot wait to welcome you in Cologne.”

The UFI Global Congress is the “must attend” event for the exhibition industry, as the largest global meeting of the year, which gathers hundreds of industry leaders from around the world to network and to learn. A testament to the global footprint of UFI, it is taking place in different regions around the world each year.

The UFI Global Congress takes place in October or November every year in trade show destinations around the world. Following this year’s Congress in Muscat (Sultanate of Oman), the event will move on to Las Vegas (USA) for 2023, where it will take place from 1-4 November, 2023. Recent hosts include Rotterdam (The Netherlands), Bangkok (Thailand), St. Petersburg (Russia), Johannesburg (South Africa), Shanghai (China), Milan (Italy), Bogota (Colombia), and Seoul (South Korea).

Germany – one of the world’s top three exhibition markets – has hosted the UFI Congress a number of times already, last in 2002, when the event was held in Munich.

Open to more than 50,000 industry professionals globally, who work for UFI member companies, UFI Global Congress combines international networking with unique content. It’s an opportunity to gain insight into topics of strategic interest, to learn about new trends, and to discuss the challenges facing the exhibition industry.

Attachments:

Pictures from the announcement of the 2024 Congress host at the UFI Congress in Oman

**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 780 member organisations in 83 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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