

For Immediate Release

35bis, rue Jouffroy-d'Abbans  
F-75017 Paris, France

T : +33 (0)1 42 67 99 12  
F : +33 (0)1 42 27 19 29

[www.ufi.org](http://www.ufi.org)

## UFI Announces Key Staff Changes

*Paris, March 10, 2008:* UFI, the Global Association of the Exhibition Industry, has announced key changes to its team at its Paris headquarters. Vincent Gérard, UFI Managing Director, named Dr. Rowena Arzt as UFI's new Director of Business Development. Ms **ARZT** will replace Briac Le Mouël who passed away suddenly in October after a tragic illness. Mr. Gerard said, "replacing such a talented individual was not an easy task. But I am certain that with Ms Arzt's appointment, we have succeeded."

Ms Arzt brings a strong understanding of the exhibition sector to the position. She has a Masters Degree in Business Administration and a PhD specialised in the trade fair sector earned at the University of Cologne, Germany. She began her career at the Trade Fair Institute in Cologne where she was instrumental in launching the first International Summer University (ISU), a management level exhibition industry educational programme partnered with UFI. She initiated a variety of research studies and was responsible for the coordination of a number of consulting projects with exhibitors, exhibition organisers and general service contractors. One of these projects was the first UFI European Benchmark Study for the exhibition industry.

In her new position at UFI, Ms Arzt will be in charge of the association's event programmes, the research, the education programmes and the development of new services for UFI's members.

Mr. Gérard also announced a change in position title for Ms Sonia Thomas. Mrs. **THOMAS**, who became part of the UFI team as Director of Administration in 2006, will become Director of Operations, a title which is more adapted to her responsibilities. She will continue with her current responsibilities managing the Paris office, UFI membership recruiting and administration.

Cliff Wallace, UFI President, remarked, "UFI's international staff in Paris, Hong Kong and Abu Dhabi has always been strong. With these changes, I am certain that we will see UFI's support of the needs of its members and the exhibition industry reach a new level of excellence."

Both of these changes will be effective on April 1, 2008.

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## UFI Announces Key Staff Changes(continued)

Attached: Arzt CV

Photos: Rowena ARZT, UFI Director of Business Development  
Sonia THOMAS, UFI Director of Operations

*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 85 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 162 exhibition centres around the world.*

For additional information, please contact:

Lili Eigl

UFI Communications Manager

Tel: +33(0)1 42 67 99 06

email : [lili@ufi.org](mailto:lili@ufi.org)