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## Times may be Tough - But the Exhibition Industry Keeps Moving Ahead

*Paris, 27 January 2009* - While the current economic crisis may be at the fore of our thoughts, tradeshow continue to provide a solid, key, marketing media opportunity to their customers. As part of its ongoing support of the exhibition industry, UFI, the Global Association of the Exhibition Industry, will hold its 2009 UFI Open Seminar in the Middle East in Sharm El-Sheikh, Egypt, from 18-20 March, 2009. The seminar is open to UFI members and non-members alike.

Hosted by Cairo-based UFI member, Arabian Group for Development (AGD), the third UFI-organized regional seminar builds on the success of the previous Middle East Open Seminar Events. This UFI Open Seminar in the Middle East is now clearly established as the leading meeting for exhibition industry professionals in this important region which links Europe and Asia.

Themed, "Moving Ahead in a Downturn," this 2009 UFI Open Seminar in the Middle East will concentrate on topics related to measures which enhance customer relations management and technology solutions targeting customer satisfaction. Though always high among an organizer's objectives, these become particularly important in difficult times when exhibitors and visitors alike are close-holding their marketing budgets.

Among the topics which will be addressed by industry professionals during this three day session are:

- ✓ Exhibition/event management software: advantage or necessity
- ✓ Best exhibitions sales channels and techniques
- ✓ CRM's role in today's exhibition marketing
- ✓ How to attract US participants to your event
- ✓ E-marketing strategies and applications

Networking is an important part of any professional gathering and UFI has ensured that seminar participants have ample time to share ideas and information in a variety of social programmes. What better place is there to combine business and networking activities than this unique Red Sea destination? For complete programme and online registration, please go to: [www.ufi.org/sharm2009](http://www.ufi.org/sharm2009)

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*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 exhibition centres, national and international professional associations and industry partners, UFI is present in 83 countries on 6 continents. UFI members host and manage over 4,500 exhibitions and operate 179 venues around the world.*

*As the global association for the leaders of the exhibition industry, UFI provides professional training and education programmes and seminars, develops industry research and, through its working committees, develops exhibition industry guidelines on major issues such as auditing and intellectual property rights.*

For additional information on UFI, the Global Association of the Exhibition Industry please go to UFI's website at [www.ufi.org](http://www.ufi.org) or contact:

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