



For Immediate Release

ADNEC wins bid to stage UFI's 2012 Congress

- Event will be first ever annual global meeting for UFI in the Arabian Gulf -

January 31st 2011 - Paris: Underscoring the Arabian Gulf's rising prominence within the exhibitions sector, UFI - the Global Association of the Exhibition Industry, whose members manage more than 4,500 exhibitions and 181 exhibition centres worldwide, has selected the Abu Dhabi National Exhibition Centre in the United Arab Emirates capital, as the venue for its 2012 Congress.

The event, which is UFI's 79th annual global meeting, will be the very first time a venue from the Arabian Gulf has had the honour of hosting a UFI Congress.

UFI Managing Director Paul Woodward commented "We have been hoping for a long time to be able to bring the UFI Congress to Abu Dhabi and are really delighted that our 2012 event will be hosted by ADNEC. Abu Dhabi generously hosted UFI's Middle East/Africa office for the past five years. So, we are really excited to be able to share with our 550 members in 84 countries the magnificent facilities and exciting developments there which we know very well. This will, we're certain, be a really memorable UFI Congress, all the more special for being the first one we've held in the Arabian Gulf region".

Welcoming UFI's decision to locate its 2012 Congress in the United Arab Emirates capital, Ali Saeed Bin Harmal Al Dhaheri, ADNEC's Managing Director, said: "The opportunity to host this prestigious event is a very significant win for

Abu Dhabi and for ADNEC. It provides us a wonderful opportunity to showcase both our city and our venue to leaders from the exhibitions industry.”

Stating that ADNEC worked in close cooperation with the ADTA (Abu Dhabi Tourism Authority), and other organisations from the public and private sector to advance Abu Dhabi’s attractiveness for the meetings industry, Al Dhaheeri said: “We are very gratified to note this multi-pronged approach to promote our city and our event facilities to the world, is bearing fruit and we very much look forward to welcoming UFI members in November 2012“.

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Note for Editors:

About UFI

UFI, the Global Association of the Exhibition Industry, is the association of the world's leading tradeshow organisers and fairground owners, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. With 550 members in 83 countries, UFI's global reach provides unique value to its members through promotion, information and networking.

UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide. It provides a global networking platform through its events, website and other media where exhibition industry professionals can exchange ideas and experiences.

UFI also promotes trade fairs and exhibitions globally as a unique marketing and communications tool. We provide our members with valuable studies and research regarding all aspects of the exhibition industry and offer educational training opportunities and a variety of professional seminars.

UFI also deals with issues of common interest to its members through lobbying, our engagement in appropriate international organisations, media campaigns and direct intervention with governments where needed.

All organiser members of UFI must have at least one UFI Approved Event. This growing list of over 850 of the world's leading exhibitions represent the highest quality international fairs.

UFI will be holding its 2011 Open Seminar in the Middle East in Sharjah, UAE from March 14-16, 2011. For complete programme and online registration, please go to www.ufi.org/sharjah2011.

About Abu Dhabi National Exhibitions Company (ADNEC)

Abu Dhabi National Exhibitions Company (ADNEC) is a strategic international venue development and management company. ADNEC's venue portfolio includes one of the most modern exhibition centres in the world - the Abu Dhabi National Exhibition Centre, and the UK capital's largest exhibition and conference venue, ExCeL London.

With 73,000sqm of indoor event space, the Abu Dhabi National Exhibition Centre is the Gulf's largest exhibition centre and hosted 148 events in 2010. ADNEC is creating unique business districts to serve Abu Dhabi's rapid expansion and emergence on the global stage. Development projects surrounding the Abu Dhabi National Exhibition Centre include Capital Centre (a mixed-use development of 23 residential, commercial and mixed-use towers adjacent to the exhibition centre), Capital Gate (an iconic 35 storey gravity defying tower, featuring the 5-star hotel - 'Hyatt Capital Gate') and a 20,000sqm Marina zone.

The opportunity to host the UFI Congress in 2012 follows ADNEC's recent success in bagging host-venue status for two other major association conferences in 2012 - the World Ophthalmology Congress (WOC), which is expected to receive in excess of 12,000 delegates, and, Routes, the industry event for airlines, airports and tourism authorities, with planned attendance of 3,500 participants.

For more information visit www.adnec.ae; www.alaincc.ae; www.capitalcentre.ae; www.capitalgate.ae; www.excel-london.co.uk

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