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UFI and Fondazione Fiera Milano Announce Sponsorship Agreement

May 10, 2004 – Paris/Milano: UFI is pleased to announce that it has reached an agreement with Fondazione Fiera Milano to be a “UFI Sponsor of the Year” effective May 10, 2004.

Fondazione Fiera Milano is a founding member of UFI and has provided continuous support for the association since its beginning in 1925. Corrado Peraboni, Director General of Fondazione Fiera Milano, stated, “I believe in the ongoing development of UFI as it continues to fulfil its guiding role as the global association of the international exhibition industry. I trust that our support will profit both our organisations as we move together to support this ambitious goal.”

Vincent Gérard, UFI Managing Director thanked the Fondazione for its ongoing participation in the development of UFI, and for providing unflagging leadership among the association’s exhibition industry members.

UFI offers to only a few enterprises each year the status of “Sponsor of the Year”, with exclusivity in their field of activity. The publisher m+a is currently a UFI Sponsor of the Year, as is exhibition service provider, General Location.

UFI, the global association of the exhibition industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 256 member organisations, including the world's leading show organisers and fairground owners, industry partners, and 39 national and international associations, UFI is present in 72 countries in 155 cities on 5 continents. Members are responsible for the management and operation of over 4,000 exhibitions around the world.

For additional information please contact:

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