



Joint media announcement  
For immediate release

## Barbara Weizsäcker named new General Secretary of European Exhibition Industry Alliance (EEIA)

*July 4, 2012: Paris/Brussels* - The recently founded European Exhibition Industry Alliance (EEIA) will be headed by Barbara Weizsäcker. The Alliance brings together Europe's leading exhibition associations UFI , the Global Association of the Exhibition Industry, and EMECA (European Major ExhibitionCentres Association). It will promote the interests of the exhibition industry in Europe and its contribution to economic development and growth towards the European Institutions. EEIA began its official set-up on July 1, 2012 and will be co-located in the existing office of EMECA in Brussels.

"It is essential that our industry speaks with one united voice for its interests in Brussels. I am convinced that with Barbara Weizsäcker as General Secretary this close cooperation between UFI and EMECA will contribute to enhance the role and impact of the exhibition industry in Europe", says Piero Venturelli, EMECA President and General Manager of Rimini Fiera.

This new alliance brings together Europe's leading exhibition associations in a coordinated effort to promote awareness of the vital contribution that the exhibition industry plays to economic development and job creation. Arie Brienens, UFI President commented on the selection of Weizsacker, saying, "At the top of the EEIA's action list is the promotion of the exhibition sectors' common interests towards the framework setting authorities in the EU. With her extensive knowledge of the exhibition industry and her experience working with EU governing bodies, Barbara is the ideal choice for this position."



CV and Photo attached: Barbara Weizsäcker new General Secretary of European Exhibition Industry Alliance (EEIA)

About EMECA:

EMECA, the European Major Exhibition Centres Association, was formed to focus attention on the economic impact that the exhibition industry achieves throughout Europe. The 19 EMECA venues organize over 1,200 exhibitions a year with around 321,000 exhibitors and 37.7 million visitors on a gross rented display area of about 32 million square metres. According to their own estimates, the exhibiting companies generate a turnover of some 800 billion euros through exhibitions. For additional information, please go to [www.emeca.com](http://www.emeca.com)

About UFI:

UFI is the global association of the world's leading tradeshow organizers 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's 593 member organisations in 86 countries provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities. For additional information, please go to [www.ufi.org](http://www.ufi.org)

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