



GES becomes UFI Diamond Sponsor

Paris/Seoul - 13 November 2013: UFI, the Global Association of the Exhibition Industry, kicked off its 80th Congress with the announcement that Global Experience Specialists (GES) has become a UFI Diamond Sponsor for a one year period beginning at the current event in Seoul. Chen Xianjin, UFI President, welcomed GES' support saying, "we are delighted to announce that GES has become one of a very limited number of UFI Diamond Sponsors. With operations and successful client projects throughout the Americas, Europe, Asia and the Middle East, the international profile of GES matches perfectly with that of UFI." The Diamond Sponsorship package will provide GES with exceptional networking potential throughout the UFI international community, supporting GES' plans to further strengthen its worldwide events business, reaching UFI's powerful network of exhibition industry decision-makers in 85 countries around the world.

Jason Popp, Executive Vice President - International, for GES, welcomed this new partnership saying, "GES has been an active member of UFI since 2010 and we have always found our membership and activity at UFI's events to be an important component of our business development efforts. This is the global forum where show organisers, venues and suppliers all come together to make great events happen. As a major global supplier to the industry, GES has many long term relationships with UFI members on each continent. We will use this new partnership to amplify our involvement in supporting UFI's global mission."

"Diamond Sponsors help UFI to keep improving our events and services and also to launch exciting new projects for the global exhibition community," said Paul Woodward, UFI Managing Director. "Welcoming GES into this top-tier group of UFI supporters is certain to bear positive results for us all."

GES joins the Kuwait International Fair and Thailand Convention & Exhibition Bureau as the three elite organisations in this UFI sponsorship category and will enjoy a strong presence at UFI events in Bangalore, Doha, and St. Petersburg during the next year.

Attachment: left to right: Chen Xianjin, UFI President, and Jason Popp, GES Executive Vice President - International, sign off on UFI Diamond Sponsorship MOU.

UFI is the association of the world's leading tradeshow organisers 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 represents over 630 member organisations around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information on UFI, its programmes and services, please go to www.ufi.org or contact: Lili Eigl, UFI Communications Manager, lili@ufi.org

GES is a diverse global marketing company with a history of connecting people through live events. Clients depend on its 3,000 passionate employees, across the most active and popular exhibition and event destinations, including the United Kingdom, Germany, the Netherlands, United Arab Emirates, Canada and the United States. In the past 12 months, GES has completed projects in more than 50 countries, partnering with clients to blend the art of high-impact creative and innovation, with the science of easy-to-use technology, actionable intelligence, and worldwide logistics.

For more information on GES, please go to www.ges.com or contact: Jason Popp, Executive Vice President – International, for GES, jpoppp@ges.com