

How Global Associations Enhance the Local Exhibition Industry

By Synthia Chan, MFTA Chairperson, UFI Associations' Committee Vice Chair
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About UFI

WHO WE ARE

UFI is the global association of the exhibition industry.

As the global voice of the exhibition industry, UFI represents more than 50,000 exhibition industry professionals from around the world.

OUR MISSION & WHAT WE DO

We serve the needs of the global exhibition industry.

UFI represents, promotes and supports the business interests of its members and the exhibition industry globally.

With offices around the world, we offer a wide range of products and services that help our members to accelerate their businesses.

UFI Members

UFI Members by activity

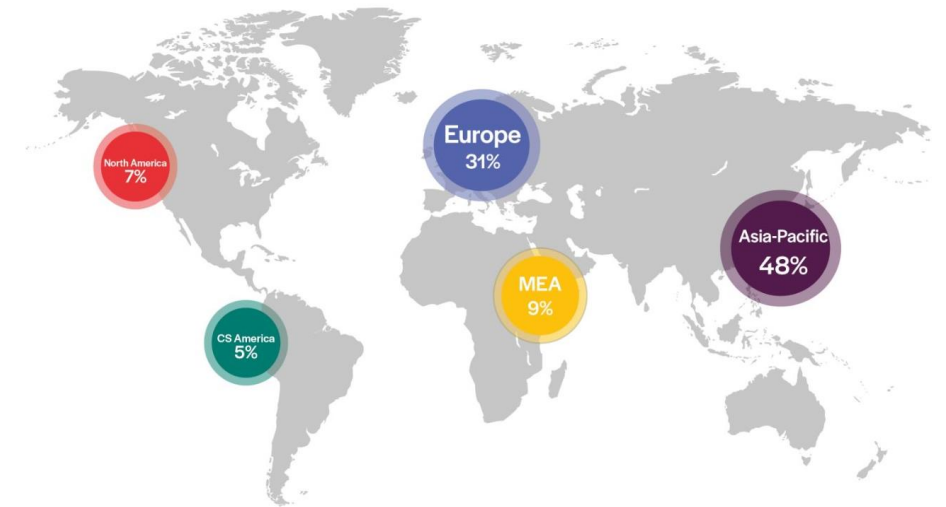
900 members globally



Over 75 national, regional and international exhibition industry associations, including MFTA.

UFI Members by region

Across 90 countries & regions



More than 900 UFI approved events bear the UFI approved label, a quality guarantee for visitors and exhibitors.



UFI Activities



EVENTS

UFI events are key platforms to meet industry peers



EDUCATION

Access to high-range educational programmes and certification



RESEARCH

Access to industry resources and UFI publications



ADVOCACY

UFI advocates on behalf of the exhibition industry, globally

UFI Advocacy

UFI drives and advances advocacy for the exhibition industry globally through the collaborative efforts and collective voices of our members, partner organisations and international institutions.

Initiatives



**GLOBAL
EXHIBITIONS
DAY**
GLOBALEXHIBITIONSDAY.ORG

Issues



Institutions



UFI Advocacy

UFI advocacy in action, together with Macau Fair & Trade Association:



MFTA's GED 2024 Celebration
with IPIM and UFI VMS & VMS Graduates



Green Exhibition and Event Label and the Carbon
Neutral Exhibition and Event Label based on the MICE
Events Carbon Emission Calculator co-developed by the
MFTA and the City University of Hong Kong

UFI Education

UFI creates learning opportunities and promote knowledge sharing to support the exhibition industry. **MFTA is the UFI Greater Bay Area (GBA) Education Partner** and we collaborate on curating and delivering programs to encourage continuous learning and development.

 **ufi** Venue
Management
School
In partnership with VMA

 **ufi** Exhibition
Management
School
In partnership with MBB-Consulting



UFI Events

UFI organises a variety of events globally. We partner our members and partners to deliver these events to showcase the exhibition industry around the world.



92nd UFI Global Congress
Macao MICE Environment Experience Tour on 18 November 2025
 hosted by Commerce and Investment Promotion Institute of the Macao SAR (IPIM)



Time	Preliminary Itinerary
09:00	Depart from Asia World-Expo
09:00 - 10:30	From Hong Kong to Macao via Hong Kong-Zhuhai-Macao Bridge
11:00 - 11:45	Visit Poly MGM Museum
12:00 - 13:30	Lunch (Introduction of Macao MICE Development)
13:30 - 17:30	Macao Experience Tour (Ruins of St. Paul's College, Na Tcha Temple, Travessa da Paixão, Senado Square, Taipa Houses etc.)
17:30 - 19:00	Depart from Macao to Hong Kong via Hong Kong-Zhuhai-Macao Bridge
19:30	Back to Asia World-Expo



Hong Kong-Zhuhai-Macao Bridge



Poly MGM Museum



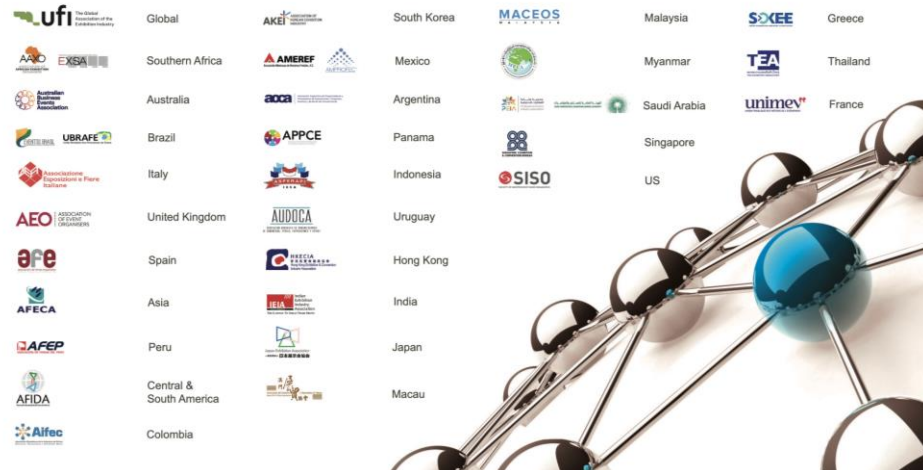
Experience Macao

UFI Research

UFI offers reliable data and insights for members and the industry at large as research is a core element of our association's mission.

UFI Global Exhibition Barometer

ufi The Global Association of the Exhibition Industry
35th Edition
Report based on the results of a survey concluded in July 2025



World Map of Exhibition Venues

2024 Edition
Revised in January 2025



ufi The Global Association of the Exhibition Industry
Report prepared by
JWC

Global Economic Impact of Exhibitions

May 2025

OXFORD ECONOMICS **ufi** The Global Association of the Exhibition Industry

2025 Edition



Thank You