

Essen, 19 February 2016

Messe Essen/UFI, the Global Association of the Exhibition Industry

## Messe Essen Becomes a Member of the Worldwide Exhibition Association

### Fair Company Profits from International Contacts and Networking

Messe Essen is once again a direct member of the Global Association of the Exhibition Industry (UFI). The membership of the worldwide association of the exhibition and fair industry is opening up new possibilities to the fair company, particularly with regard to the positioning of Essen as an international fair venue and to the consolidation of the foreign business.

In the past years, Messe Essen has been represented in UFI by the Interest Association of German Trade Fair and Exhibition Cities (IDFA). In the future, Messe Essen wants to make even greater use of the large number of sectoral events in order to exchange experience and ideas. Furthermore, the research results and studies of the association are to be incorporated into the development of the company.

Further information: [www.messe-essen.de](http://www.messe-essen.de)

Further information: [www.ufi.org](http://www.ufi.org)

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