



## UFI, CEO GIOVANNI MANTOVANI ON THE BOARD OF DIRECTORS

The appointment will be officially confirmed during the 84<sup>th</sup> Congress of the world exhibition sector association (Johannesburg, 1-4 November) that brings together 740 members from 85 countries representing 55,000 exhibitions and 55 trade fair associations.

The UFI European Conference 2018 will be held in Verona 2-4 May 2018 for the 120<sup>th</sup> anniversary of the Verona Exhibition Centre.

**Verona, 31 October 2017.** Giovanni Mantovani, CEO of Veronafiere - already confirmed as the vice president of UFI European Chapter for the next three years - has joined the Board of Directors of UFI, the world trade association boasting 740 members in 85 countries.

The appointment will be confirmed during the 84<sup>th</sup> UFI Congress scheduled in coming days in Johannesburg, South Africa.

The Congress is particularly important for the Italian trade fair sector: for the first time after several decades, UFI will be chaired by an Italian representative and two other representatives of the Italian trade fair system will be appointed at the same time, thereby confirming the high regard this field is earning in an international context.

The Johannesburg Congress is also an opportunity for Veronafiere to preview the initial organizational stages for the 2018 European Conference which, as announced recently, is scheduled in Verona 2-4 May 2018 for the 120<sup>th</sup> anniversary of Veronafiere.

*"Over the last three years with the European Chapter, said Giovanni Mantovani, "I've had the chance to share and compare my experience with colleagues from the Old Continent as regards strategic issues for the trade fair system... namely, innovation, studies and research and in particular the role of trade fairs as managers of preferential venues for congresses and business tourism. Veronafiere today has an ambitious development plan focusing on digital transformation and this new appointment will involve comparisons and enhancements on a global scale. This will ensure benefits for Veronafiere and the Italian system as a whole, since other leading figures in the Italian sector also play important roles in UFI."*

[Photo 1:](#) Veronafiere S.p.A.

[Photo 2:](#) General aerial view of Veronafiere S.p.A.

[Photo 3:](#) Giovanni Mantovani, CEO of Veronafiere S.p.A.

[Photo 4:](#) Giovanni Mantovani, CEO of Veronafiere S.p.A.

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### Veronafiere Press Service

Tel: + 39.045.829.82.10 – 82.42

E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it)

Twitter: @pressVRfiere

### For more information please contact: UFI

Angela Herberholz, UFI Marketing and Communications Manager

Email: [angela@ufi.org](mailto:angela@ufi.org)

Tel: +33 (0) 46 39 75 00

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

**About UFI - The Global Association of the Exhibition Industry:** UFI is the leading global association of the world's 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 directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. More than 740 member organisations in 85 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

**About VERONAFIERE S.P.A.:** The history of Veronafiere began in 1898 with exhibition activities associated with agriculture and horses originated by Verona City Council. The Ente Autonomo per le Fiere di Verona was founded in 1930 and became Veronafiere SpA in 2017, thereby taking the legal status of a joint-stock equity company. Today, Veronafiere is the leading direct organiser of exhibitions in Italy (Vinitaly, Marmomac, Fieracavalli, Samoter, Fieragricola are some of the most well-known exhibitions made in Veronafiere), second in terms of profitability and at the top in Europe, thanks to more than 118 years of experience in the sector and its strategic geographical position at the heart of Europe's main inter-modal routes. Veronafiere's mission is to be a platform for international promotion by providing facilities and services ensuring high added value for exhibitors and visitors. Veronafiere oversees strategic world markets - both consolidated and emerging - through a network of 60 delegates, a specifically founded company (Veronafiere do Brasil), a permanent Office in Shanghai and one in Cairo, as well as its own international events covering the United States, Brazil, Russia, China, North Africa, the Middle East and Australia ([www.veronafiere.it](http://www.veronafiere.it)).