

## TCEB extends Diamond Sponsor agreement with UFI until 2018

- The Thailand Convention & Exhibition Bureau (TCEB) prolongs its support for another three consecutive years
- The global exhibition industry looks forward to benefit from UFI's growing Diamond Sponsor programme

Paris: 12 January 2016:

UFI, the leading global association of the exhibition industry, is delighted to announce that the Thailand Convention & Exhibition Bureau (TCEB), supporter of the UFI Diamond Sponsor programme since its inception in 2012, has extended their agreement for another three years, until the end of 2018.

Mrs. Supawan Teerarat, Vice President of the Thailand Convention and Exhibition Bureau (TCEB) revealed that "Exhibitions are an enormously important part of the MICE industry which add significant value to the national economy and the development of our industries. We are pleased to continue our partnership which provides a great opportunity for us to work closely with UFI to develop activities which will enhance our competitive advantage in the global arena of the exhibition industry. Supporting UFI means we are supporting the global exhibition industry".

Kai Hattendorf, Managing Director of UFI added: "We are very grateful to TCEB for extending their agreement until 2018. We have had a very successful partnership with TCEB and are happy to be able to build on that and jointly move forward. This sponsorship support is crucial to help us continue to grow and improve the services for our members. This year we will be launching several new initiatives including a new website which will bring all our digital offerings under one roof, and we would not be able to do this without the support of our Diamond Sponsors."

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefitting from the networking opportunities the globally leading association of the exhibition industry has to offer.

Attached:

- Photo of TCEB signing ceremony: from left to right: Mrs. Jarawan Suwannasat, Director of Exhibitions & Events Department of TCEB; Mrs. Prapee Buri, President of Thai Exhibition Association; Mrs. Supawan Teerarat, Vice President Strategic and Business Development of TCEB; Mr. Andrés López Valderrama, UFI outgoing President and CEO of Corferias and Mr. Kai Hattendorf, Managing Director of UFI.
- Logo of TCEB
- Logo UFI Diamond Sponsor

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**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 represents over 684 member organisations in 83 countries around the world.*

*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.*

**For more information please contact:**

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**About TCEB - Thailand Convention and Exhibition Bureau** - TCEB is a public organization established by Royal Decree published in the Royal Gazette on 28th September 2002. TCEB has been in operation since 2004. TCEB's main objectives are to promote meetings, incentive travel, conventions and exhibitions (MICE), and to develop this collective industry in order to make Thailand a regional hub for MICE events. We are proud to be members of UFI since our inception in 2004, and especially being chosen to host the UFI Open Seminar in Asia 2010 and again in 2016. We would be happy to help coordinate the different government and private sector stakeholders in order to make yours a successful event. Please contact us to find out more: Siriwan Kamonwichian [siriwan\\_k@tceb.or.th](mailto:siriwan_k@tceb.or.th)