Press

Messe Düsseldorf

Wolfram N. Diener Takes the Helm of UFI, The Global Association of the Exhibition Industry

Messe Düsseldorf President & CEO aims to give the exhibition industry a stronger voice in political discourse

Wolfram N. Diener, President & CEO of Messe Düsseldorf, is the new President of UFI, The Global Association of the Exhibition Industry. Diener took over the chair of the Presidential Trio at the 93rd UFI Global Congress in Bahrain (November 2-5). The association represents more than 900 companies in the exhibition industry across some 90 countries. Diener's presidency also underscores the international standing of Messe Düsseldorf and of Düsseldorf as a trade fair location.

Düsseldorf, November 5, 2026. With more than three decades of leadership experience, Wolfram N. Diener has played a key role in shaping the global trade fair landscape, including more than 20 years in the Asian exhibition business. He has now officially assumed the presidency of UFI for the 2026/27 term. The new Presidential Trio also includes Panittha Buri (Bhiraj Buri Group, Thailand) as Outgoing President and Said Al Shanfari (Oman Convention and Exhibition Centre) as Incoming President.

Trade fairs strengthen resilience

During his presidency, Diener aims to raise global awareness of the value of the exhibition industry: "In uncertain and dynamic times, trade fairs connect people, companies, industries and markets. In doing so, we strengthen the resilience of entire economies," Diener emphasizes.

To live up to this role, Diener intends to play a more active part in political discourse: "Supporting trade fairs means investing in economic growth. We need an environment in which we can make the most of our impact on trade, innovation and growth. This includes, for example, open markets, simple visa procedures, efficient customs and logistics processes, and investment in infrastructure. For a strong exhibition industry, we must stand united and speak with one voice toward political decision-makers. Only then can we contribute to a stable and growing global economy."

Diener also plans to place a special focus on developing and emerging economies during his presidency: "The future belongs to growth markets. That is why they should have an even stronger voice within UFI – as active shapers of our industry."

Diener's presidency also reflects Messe Düsseldorf's strong international standing: "This position is not only a great honor for me, but also a special distinction for the company and for

Düsseldorf as a whole. Messe Düsseldorf is one of the leading trade fair organizers worldwide and impressively demonstrates what trade fairs can contribute to a location's economic development, international visibility and connectivity."

Diener has been a member of Messe Düsseldorf's Board of Managing Directors since 2018 and has led it as President & CEO since July 2020. His previous positions include UBM Asia (now Informa Markets), Venetian Macau Ltd., Marina Bay Sands Singapore Ltd. and Shanghai New International Expo Centre Ltd. In 2025, he joined the UFI Presidential Trio. Since 2020, Diener has also been a member of the Executive Board of AUMA, the Association of the German Trade Fair Industry.

Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international trade fairs, at its 613,000-m² exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire, Tube, The Bright World of Metals, VALVE WORLD EXPO, USE); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (beauty Düsseldorf, hair Düsseldorf, The Art of Beauty & Health); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 80 events. The corporate group's global network encompasses 78 international representatives for 142 countries and nine international subsidiaries.

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