

## UFI President 2026-27: Wolfram N. Diener Elected to Lead the Global Association of the Exhibition Industry

**Seasoned Trade Fair Executive with Three Decades of Leadership across Asia and Europe to Head UFI**

The UFI Board of Directors has elected Wolfram N. Diener, President & CEO of Messe Düsseldorf Group, as President of UFI, The Global Association of the Exhibition Industry, for the 2026-27 term. As Incoming President, he will join the association's Presidential Trio at the 92nd UFI Global Congress in Hong Kong in November 2025. His election honors his distinguished international exhibition expertise – and reflects the strong international standing of Messe Düsseldorf.

**Thessaloniki (Greece), June 4, 2025.** Wolfram N. Diener has significantly influenced the rise of Asia's exhibition industry since the 1990s. Since 2020, he has led the strategic repositioning and global expansion of Messe Düsseldorf Group as President & CEO, establishing it as one of the world's leading exhibition organizers. In recognition of his international expertise, experience, and global perspective, the Board of Directors of [UFI, The Global Association of the Exhibition Industry](#), (originally founded as the "Union des Foires Internationales") elected him President for the 2026-27 term on Wednesday, June 4, 2025, during the UFI European Events Week in Thessaloniki, Greece.

At the 92nd UFI Global Congress in Hong Kong in November 2025, Diener will join the association's Presidential Trio as Incoming President. The Trio will also include current UFI President Panittha Buri (Vice-Chairperson, Bhira Group, Thailand) and Outgoing President Hugh Jones (CEO, RX, United Kingdom). He will officially assume the UFI Presidency at the 93rd UFI Global Congress in Bahrain in November 2026.

**Wolfram N. Diener: "We must be present where the economy needs us most."**

"I am honored to take on the UFI Presidency at a time of global challenges – not only as a representative of our industry, but as someone deeply convinced of its power to connect, inspire and enable progress," said Wolfram N. Diener. "We must be present where the economy needs us most: in emerging markets and at the crossroads of global exchange. We are bridge builders – within industries, and between business, politics and science. With this mission in mind, I am committed to shaping a global exhibition industry that is collaborative, future-oriented and impactful. So that we can make our strongest contribution to moving the world forward."

### **Key Position in the Global Exhibition Association**

As the legal and official representative of UFI, Wolfram N. Diener will play a pivotal role in shaping the strategic direction of UFI. The President chairs all important bodies: the General Assembly, where all decisions are made; the Executive Committee, which develops the association's general policy positions; and the Board of Directors, which elaborates these positions, submits proposals to the General Assembly, and implements its decisions.

### **Hugh Jones (RX):**

#### **"Deep Industry Knowledge, Global Perspective, and Forward-Thinking Vision"**

Outgoing UFI President Hugh Jones, CEO of RX, welcomed the appointment: "I am delighted to welcome Wolfram Diener into his new role at UFI. Wolfram brings an extraordinary depth of leadership experience from one of the most successful and globally respected exhibition organizations. Under his guidance, Messe Düsseldorf has seen remarkable international expansion, strategic innovation, and sustained growth. His deep industry knowledge, global perspective, and forward-thinking vision make him exceptionally well placed to help steer the future of our industry. I look forward to working alongside him as we continue to shape a more connected, sustainable, and innovative exhibitions world."

### **Leading Positions at International Industry Players**

Before joining the Executive Board of Messe Düsseldorf in 2018 and taking over as its President & CEO in 2020, Wolfram N. Diener spent more than 20 years in Asia, holding top positions at UBM Asia (later Informa Markets), The Venetian Macau and Marina Bay Sands Singapore, the Shanghai New International Expo Centre, and Messe Frankfurt. Since November 2021, Diener has served as Treasurer on the UFI Executive Committee and sits on its Board of Directors, playing an active role in advancing UFI's mission to support the global exhibition industry.

### **Chris Skeith OBE (UFI, The Global Association of the Exhibition Industry):**

#### **"We Guide UFI into its Next Exciting Chapter Together"**

"I have known Wolfram for many years, more recently as I stepped into the role of UFI CEO, where he serves as Treasurer on the UFI Executive Committee and sits on the UFI Board of Directors. I have always held him in the highest regard, so I am thrilled that he will be UFI's Incoming President for 2026/27," emphasized Chris Skeith OBE, CEO and Managing Director of UFI, The Global Association of the Exhibition Industry. "His extensive international experience and deep understanding of both organiser and venue perspectives will be invaluable as we guide UFI into its next exciting chapter together."

### **Mayor Dr. Stephan Keller: "A Distinction for the Trade Fair Hub of Düsseldorf"**

The Mayor of the state capital Düsseldorf and Chairman of the Supervisory Board of Messe Düsseldorf, Dr. Stephan Keller, also sees the presidency as an important stimulus for the city: "The election of Wolfram Diener as President of the Global Association of the Exhibition Industry is a great honor – for him personally, for Messe Düsseldorf, and for our entire region. It highlights our international standing as a hub for business, technology, and innovation. This presidency enhances the

image of Düsseldorf and North Rhine-Westphalia as global economic centers and increases our visibility on the world stage."

### **Global Network of the Trade Show Industry**

UFI was founded in 1925 as a non-profit, nonpartisan, and international association. Today, it is the global association for the exhibition industry, directly representing more than 50,000 exhibition industry professionals in 90 countries around the world. UFI is headquartered in Paris, France, and operates five regional offices in Asia, North America, Central and South America, Europe, and the Middle East and Africa.

### **The Messe Düsseldorf Group**

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m<sup>2</sup> 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 and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL Europe, 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 representation for 142 countries and nine international subsidiaries.

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