

Melbourne announced as host of 2025 UFI Asia Pacific Conference



14 March 2024

Melbourne, Australia has been confirmed as host of the 2025 UFI Asia Pacific (AP) Conference.

Announced at the 2024 UFI AP conference held in Macau, the 2025 event has been secured by the Melbourne Convention and Exhibition Centre (MCEC), with the support of the Melbourne Convention Bureau (MCB).

UFI is the global association of the exhibition industry, and currently has over 850 organisations in 87 countries and regions signed up as members, representing more than 50,000 exhibition industry professionals.

This year's UFI AP Conference attracted close to 300 industry leaders from 22 countries.

The 2025 UFI AP Conference will be held in Melbourne on 13-14 February, immediately following the globally-renowned Asia-Pacific Incentives and Meetings Event (AIME). In addition, the Australian Business Events Association (ABEA), the country's peak industry body, will be hosting a meeting at the MCEC in the same week.

Delivering all three events in the same week offers international delegates maximum value for their trip to Australia while drawing the attention of the global business events industry to Melbourne.

AIME, which will also be held at MCEC from 10-12 February 2025, attracts thousands of visitors from around the world. This year's event emerged as the largest in a decade, welcoming more than 570 exhibitors, 600 hosted buyers and over 4,000 visitors to AIME 2024.

Comments attributed to Melbourne Convention and Exhibition Centre Chief Executive Natalie O'Brien AM:

"As the premier event destination in the region, we're thrilled to be the principal partner for the 2025 UFI Asia Pacific Conference at MCEC during what will now be a momentous week for the business events industry in the Asia Pacific region.

"Coordinating these three events to be held in the same week and in the same location is an incredible outcome achieved through outstanding collaboration and partnership.

"I thank the teams at UFI, MCB, AIME, and ABEA for their cooperation and commitment to making this happen."

Comments attributed to UFI CEO Kai Hattendorf:

"UFI's Asia-Pacific Conference is our central annual event for the exhibition and business events industry from across Asia Pacific, and it attracts participants from the rest of the world as well.

We are thrilled to be bringing this flagship event to Australia for the first time, and look forward to connecting the Australian expo professionals with their international peers in the thriving city of Melbourne.

By bundling AIME, UFI, and ABEA activities within one week, we will create an international industry hot spot, and a not to be missed opportunity for everyone in the sector to come together to network, learn, and do business."

Comments attributed to Melbourne Convention Bureau Chief Executive Julia Swanson:

"Melbourne is renowned as Australia's events capital. Our city is geared to hosting multiple events from the large-scale to intimate gatherings.

"Our infrastructure - the pinnacle of which is the Melbourne Convention and Exhibition Centre gives rise to this, together with the country's largest hotel inventory, easy to navigate city and an exceptional event supply chain to support the delivery of successful events, exhibitions and experiences for delegates.

"We are looking forward to welcoming the UFI Asia Pacific Conference in February 2025 at a time when our city will be buzzing with some of the regions most esteemed events taking place right here in the heart of Melbourne."

Comments attributed to Silke Calder, AIME Event Director:

"AIME is where the world meets in Asia Pacific, and now AIME 2025 attendees will have an added incentive for extending their stay next year when Melbourne plays host to the 2025 UFI AP Conference."

"We are committed to strengthening connections with our global colleagues, and with the UFI AP Conference taking place straight after AIME, we couldn't be more thrilled to give our Asia Pacific community another opportunity to explore our vibrant city and mingle with the business events community."

Comments attributed to Matt Pearce, Vice Chair, Australian Business Events Association:

"ABEA CEO, Melissa Brown, and UFI MD & CEO Kai Hattendorf met during AIME this year discussed ways to achieve the best possible outcome for the Business Events industry during the 2025 UFI APAC Conference at the MCEC. These discussions were continued during the UFI APAC conference in Macau last week."

"These opportunities are rare, and the Australian Business Events Association is excited to be working alongside AIME to support UFI in delivering a positive and fruitful meeting for the industry."

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Image: MCEC's Senior Manager, Event & Venue Operations Yolanda La Porta announcing MCEC as the host of the 2025 UFI Asia Pacific Conference.

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ABOUT MCEC

[Melbourne Convention and Exhibition Centre](#) (MCEC) is the home of unconventional. At MCEC we do things a little differently. We bring fresh ideas and imagination to every event. We happily turn concepts on their head to make each experience momentous. We welcome events of all shapes and sizes, from meetings and conferences to exhibitions, concerts, and galas, whether in-person, virtual or hybrid. And our city is our inspiration. Melbourne is on show at MCEC – in the architecture and design, food and hospitality, location, and views. Discover the difference at MCEC.

Acknowledgement of Country

Built on the banks of the Birrarung (Yarra River), Melbourne Convention and Exhibition Centre (MCEC) Acknowledges the Traditional Owners of Narm, the Wurundjeri Woi Wurrung people of the Kulin Nation. We pay our respects to their Elders past and present, and to Elders of all First Nations communities that visit MCEC. We recognise the ongoing significance of the Birrarung to Traditional Owners as a life source and a meeting place for millennia and seek to honour this long-standing tradition of building community and exchanging ideas on these lands.