



**Media Release: Friday, 27 October 2023**

## **Australian Business Events Association Board Director elected to UFI Board**

The strength of the Australian Business Events Association (ABEA) relations with the international business events industry continues with the announcement that Matt Pearce, ABEA Board Director and CEO of Talk2 Media & Events has been elected to serve on the Board of Directors at UFI, The Global Association of the Exhibition Industry.

Matt Pearce's three-year term will commence following UFI's forthcoming annual General Assembly, set to take place ahead of their Global Congress on 1 November 2023, in Las Vegas, USA.

UFI is recognised as the global trade association for leaders of tradeshow and exhibition centre operations, as well as prominent national and international exhibition associations and industry partners. It stands as a driving force in the global exhibition industry, safeguarding the business interests of its members and the entire exhibition sector.

The appointment of Matt Pearce to the UFI Board of Directors ensures the Australian Business Events industry is represented on a global stage, and that ABEA itself is privy to shaping the course of the global exhibition industry.

Melissa Brown, CEO of ABEA said this appointment links ABEA to the international cutting-edge of our industry.

"Matt's contributions to our industry and the formation of ABEA are well documented. He is a terrific choice to represent Australia on the global stage. His insights will be important as we continue to make strides for our community in Australia," said Brown.

Michael Duck, UFI President and Informa Markets, EVP Commercial Development welcomed the newly elected and re-elected Board members to the UFI Board in a statement.

"I am constantly proud that we have so many enthusiastic members who wish to contribute to our industry. It's such an exciting time to be making such a contribution as we regrow and restart our shows around the world. I wish to say a big, personal THANK YOU!" said Duck.

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