



## Global Actions #GED16 (as of 25 May 2016)

8 June 2016 promises to be special day for the Exhibitions Industry across the globe. Here is a first outline of actions already planned (\*):

- Argentina: AOCA invites its members and partners to publish the GED logo on their websites and fan pages.
- Australia: The world launch of #GED16 will kick off in Australia, and EEAA will hold its 2016 Leaders Forum on that day.  
MCEC, in collaboration with EEAA, will host a Global Exhibitions Day Oration on 8 June 2016.
- Belgium: FEBELUX will organise a "LiveCom Academy" in Brussels.  
IFES plans to use their World Summit on 2-4 June to do a photo campaign for Global Exhibitions Day.
- Brazil: UBRAFE engages its members to integrate the promotion of GED in their events and share interviews of employees and customers displaying the highlights of their work in the exhibition industry.
- Central Europe: CEFA will arrange specific lobbying actions.
- France: UNIMEV will coordinate a "Global Exhibitions Day Run" in Paris.
- Germany: AUMA and its Institute of the German Trade Fair industry are inviting professors, students and anybody who is interested in the exhibition and event industry to an open house.  
In Cologne, the focus will be the International Summer University held on that day and Kölnmesse will release a specific GED statement.  
Ungerboeck promoted GED through their annual customer event.
- Greece: ROTA SA will send a newsletter to all their contacts on 8 June with a video about the Greek exhibition industry.
- Hong Kong: HKECIA will organise a GED Conference.

- Hungary: CENTREX engages its members to support GED and encourages them to add the GED logo to their electronic communications.  
HUNGEXPO, co-organiser of a biannual (Event touch) meeting schedule a section dedicated to trade fairs on 7 June with a special focus on GED.
- Italy: AEFI will organise a GED celebration day at the Tempio di Adriano in Rome.  
Fondazione Fiera Milano is preparing a tag cloud with the key words that define exhibitions. The collection of statements from their Accademia students and the audience of Exhibitionist (a series of conferences about trade fairs and innovation) will be published on 8th June.
- India: Members of IEIA will meet ministers, government officials, industry association heads and industry leaders to discuss the significance of GED.
- Indonesia: IECA will conduct the Indonesia MICE Forum on 26 May 2016 at ICE BSD City. The event will feature a backdrop with GED logo and a photo and video will be made showing all participants holding the GED logo.
- Mexico: AMPROFEC is organising a cocktail reception at the WTC to celebrate GED and plans to create a photo and video clip to pledge GED support.
- Poland: CENTREX and PCEI will hold their annual PCEI General Meeting on 8 June.  
PCEI launched a GED media campaign in Poland, promoted GED during the CENTREX (International Exhibition Statistics Union) General Assembly in April 2016, promoted GED in the annual PCEI Report: Exhibition Market in Poland and organise a gathering entitled „The Engagement” devoted to GED 2016 on 8 June and GED celebrations in Poznań during the ITM Innovation Technologies Machines exhibition organised by Poznań International Fair.
- Russia: RUEF will hold their 9<sup>th</sup> Exhibition Industry Forum and General Meeting on that day in Moscow. They will also organise an ExpoMotoRace through Russia devoted to GED and are in contact with 30 Governors of Russian regions to support GED.
- Shanghai: SNIEC will produce a video message to support GED.
- South Africa: EXSA will organise a diverse array of offerings, starting with a breakfast networking opportunity in Johannesburg.  
AAXO plans a "Global Exhibitions Day Sleepout".
- Switzerland: IELA schedules a media campaign addressing its members.
- Thailand: TEA will coordinate a "Power of exhibitions" forum with courses on topics such as "How to exhibit".
- UK: AEO created a UK Poster to print off, adapted three of the guides and created a webpage dedicated to GED. They have also asked NEC to put the GED logo on one of their big screens, commissioned a video to be distributed on 8 June, and will hold a FaceTime meeting on the day.
- USA: Over 125 industry professionals led by IAEE will be visiting legislative offices in Washington, D.C. on 8 June advocating for issues in the exhibition industry.

***(\*) This list will be enriched regularly. For any information or update, please contact [GED@ufi.org](mailto:GED@ufi.org)***

AAXO :	Association of African Exhibition Organisers
AEFI:	Italian Exhibition and Trade Fair Association
AEO:	Association of Event Organisers
AOCA:	Asociación Argentina de Organizadores y Proveedores de Exposiciones y Congresos
AUMA:	Association of the German Trade Fair Industry
AMPROFEC:	Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones
CEFA:	Central European Fair Alliance
CENTREX:	International Exhibition Statistics Union
EEAA:	Exhibition & Event Association of Australasia
EXSA:	Exhibition Association of Southern Africa
HKECIA:	Hong Kong Exhibition & Convention Industry Association
IAEE:	International Association of Exhibitions and Events
IEIA:	Indian Exhibition Industry Association
IECA:	Indonesia Exhibition Companies Association
IELA :	International Exhibition Logistics Association
IFES:	International Federation of Exhibition and Event services
RUEF:	Russian Union of Exhibitions and Fairs
MCEC :	Melbourne Convention & Exhibition Centre
TEA :	Thai Exhibition Association
UBRAFE :	União Brasileira dos Promotores Feiras
UNIMEV :	Union Française des Métiers de l'Événement