

## UFI invites the world to join Global Exhibitions Day 2017

- GED is a day to celebrate the exhibition industry and the people who work in it!
- GED17 highlights the power of face-to-face exhibitions to boost business, jobs and investment – and inspire millions.
- GED17 - “Think Global, Act Local” - 7 June 2017

Paris, 7 February 2017 – Preparations are underway for Global Exhibitions Day (#GED17) on 7 June 2017, and UFI the Global Association of the Exhibition Industry is inviting people around the world to get involved.

Global Exhibitions Day is a chance to celebrate the exhibition industry and highlight its positive impact on jobs, business, innovation and local investment.

Online, and through an array of national and local events, people on every continent are expected to join the GED17 campaign, from venues and organisers to students, local partners and public authorities.

“UFI is calling on everyone working in exhibitions and trade shows to take part in Global Exhibitions Day on 7 June, and share their initiatives loud and proud!” says Dr Andreas Gruchow, President of UFI, which built the global GED network last year and coordinates the global effort together with a GED17 task force.

“In 2016 the inaugural GED brought our industry together for the first time ever to promote the value of exhibitions worldwide. It created a real buzz, and GED17 will be even bigger: it’s an exciting joint global effort that looks set to grow every year,” says Dr Gruchow.

Thanks to UFI’s unique network of national exhibition associations, exhibition professionals are already stepping up with plans for GED17 activities in their countries.

With the title Think Global, Act Local, GED17 puts a special focus on the human side of face-to-face exhibitions. It will highlight the business and marketing opportunities, diverse jobs, inspirational exchanges and local investment created by the exhibition industry worldwide.

To show the value of exhibitions, UFI estimates that:

- Over 260 million visitors – and 4.4 million exhibiting companies – attend exhibitions every year
- Exhibitions give generate a high return on investment for participants. On average, for every euro spent, exhibiting companies get two euros return before the end of the show – and eight euros return in total within three to ten months after the exhibition
- Visitors and companies spend around EUR 98 billion (US\$109 billion) going to exhibitions each year
- About half of this expenditure benefits the exhibition industry directly (organisers, venues...), and the other half goes into local tourism-related activities (accommodation, transport...)
- The exhibition industry provides 680,000 full time equivalent jobs in sales, marketing, operations and other fields

These figures and other key messages about the exhibition industry are available on UFI’s website for all to share during the GED17 campaign.

In 2016, the first ever Global Exhibitions Day mobilised thousands of industry professionals from 60 countries. National events and company-wide GED activities included LiveCom Academy, Let's Meet at the Fair, a 'sympathy sleepout' and a GED run. There were meetings with government officials, press conferences, seminars and open houses. Social media also buzzed with #GED activity. The Facebook group received on average 200 new members a day in the run-up to GED, and countless photos, videos, GIFs, media releases, articles and discussions were shared with tens of thousands of supporters.

How to get involved in this year's GED, and become part of a growing global community:

- Check the list of national associations to find your nearest GED17 event
- Find inspiration for setting up your own GED17 initiative
- Use the GED17 promotional toolkit – logos and social media guides
- Follow GED17 latest developments and motivate your friends and colleagues to spread the word: twitter @GED\_2017, GED facebook group, ...

UFI is the Global Association of the Exhibition Industry. With over 700 members in 74 countries, we bring together those who build, maintain, and support the world's market places: trade show organisers, venue owners and operators, service providers, and national as well as international associations of our industry.

Today we count 38 GED partner associations under the UFI umbrella: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EEAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SECB (Singapore), SISO (USA), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

For country information, please contact UFI's relevant national partner association: [www.ufi.org/ged](http://www.ufi.org/ged)

Attached: GED Logos 2017 and GED Flyer

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*About UFI - The Global Association of the Exhibition Industry UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. More than 700 member organisations in 84 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

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