



#GED17 actions around the globe (as of 16 May 2017)

7 June 2017 promises to be a special day for the Exhibitions Industry across the globe. Here is an outline of actions already identified - This list will be enriched regularly. For any update, please contact GED@ufi.org and provide:

- **the name of the action, its exact timing and its location;**
- **a short description and the expected type and number of participants;**
- **contact details when possible.**

Americas

Central and South America (mparedes@afida.org)

- *Activities scheduled during the AFIDA Congress on June 17 in Gran Canarias (Spain).*

Asia/Pacific

Macau - MFTA (mfta@macau.ctm.net)

- *We will have the UFI-EMD course during the week of 7 June*
- *On 7 June, the industry players will join with the UFI-EMD participants to have a UNESCO cultural heritage walk and stop at main attractions to take photo with of course, the GED17 logo*
- *We will end the day by doing a SkyWalk (max.25 pax) holding the GED logo and/or if we can get 1 person to bungee jump with GED logo at Macau Tower (to be confirmed)*
- *Dinner overlooking the waterfront. The content for the dinner is to be determined, maybe follow up last year, we will have the Exhibitors/Delegates most wanted and desired items for lucky draw etc.*

Hong Kong – HKECIA

www.exhibitions.org.hk/en/activites-training/146-hkecia-hkesa-friendship-football-cup-7june2017

On 7 June, co-organised by Hong Kong Exhibition & Convention Industry Association and Hong Kong Exhibition Services Association, the First Global Exhibitions Day Friendship Football Cup will celebrate Global Exhibitions Day. It aims at providing networking opportunities to participants in an informal and relaxing atmosphere as well as to celebrate the people who work in industry.

Australia – EEAA

EEAA will run a series of events on 7 and 8 June across three Member venues in Sydney including the International Convention Centre Sydney, Doltone House - Darling Island Wharf and Dockside – L'Aqua. These events include the EEAA Annual General Meeting, a specific Global Exhibitions Day Reception and the EEAA Leaders Forum.

Europe

France - UNIMEV

UNIMEV will organise for the second time a Global Exhibitions Run. Open to all actors of the event industry, it will take place on 7 June at the Paris Nord Villepinte exhibition centre.

Germany

- **AUMA** (www.auma.de/de/Presse/Seiten/Presse-2017-09.aspx)
Held on June 7 at the Technical University of Berlin, expert forum "Trade shows as innovation Hubs - Science to Business" within the frame of GED.
- **CEFA**
About 20 registered participants from CEFA member companies will celebrate GED17 during the CEFA Professionals Seminar held on 9 and 10 May at Messe München.

Italy

- **AEFI** (<http://www.aefi.it/Aefi/site/en/ged17/project>)
"Open Italian excellences to the world" is the mainstream of several events that are going to be held in Rome on June 7th to celebrate GED:
 - "Exhibitions and Italian excellence between history and future", in the morning at the ICE Italian Trade Agency,
 - a meeting with the members of the Italian Parliament, in the afternoon (on invitation only)
 - "Think global act local: the value of Italian exhibitions", in the late afternoon, at the Chamber of Commerce.
 In addition, several other actions will be held locally by many Italian trade fair venues.
- **CEFA**
More than 20 member companies' CEOs - from 15 countries – will celebrate GED17 during the CEFA CEOs Think Tank held on 8 and 9 June at Pordenone Fiere.

Moldova - MOLDEXPO

The Festival "Moldexpo – Territory of Opportunities" will be dedicated to the Global Exhibitions Day. It will take place on 7 June on the fairgrounds of IEC Moldexpo and it will include both official and entertainments slots.

Russia - RUEF (www.ruef.ru/ged)

- ExpoMotoRace through cities of Russia
- Meeting with the leadership of the Russian Union of Industrialists and Entrepreneurs and Ministry of Industry and Commerce of Russia on the 7th of June
- Press conference of RUEF President Sergey Alexeev and leaders of exhibition companies – RUEF members on one of the Russian TV channels
- Flash mob to be organized by RUEF members on the 7th of June simultaneously releasing balloons with GED17 logo. Videos of the flash mob will be downloaded on the companies' websites and shared on social media.

Africa

South Africa - AAXO & EXSA

- AAXO started their own quiz in May: every day of the week, one question is featured on Twitter and the answers are published every Monday on Facebook. AAXO will also celebrate GED with 2 education sessions at Standton Convention Centre in conjunction with their presence at Madex 2017: an Exhibitor Training on 7 June and an Organiser Training on the 8 June
- EXSA is inviting all companies from the global exhibition industry to join them on 7 June at Johannesburg Expo Centre to network and celebrate Global Exhibitions Day around a specific entertainment: a "tastiest potjie" competition!

Transnational

Ungerboeck Software

Ungerboeck staff will do a digital marathon across all time zones on June 7! Ungerboeck staff from all offices around the globe will digitally "hand over" the GED17 baton to their co-workers, starting the marathon in Brisbane, bringing the baton to Karlsruhe and ending in St. Louis

where Ungerboeck's headquarters are located. To promote the digital marathon, infographics/images and videos will be shared on Twitter ([#RUNgerboeck](#)), LinkedIn and Facebook during the month of May.

As of now, Ungerboeck staff around the globe will prepare for the digital marathon on June 7 and employees will give their statements about the exhibition industry during the next weeks on Social Media (watch out for images and quotes on LinkedIn, Twitter and Facebook).

38 GED partner associations under the UFI umbrella

AAXO:	Association of African Exhibition Organisers (South Africa)
AEFI:	Italian Exhibition and Trade Fair Association (Italy)
AEO:	Association of Event Organisers (UK)
AFE:	Asociación de Ferias Españolas (Spain)
AFECA:	The Asian Federation of Exhibition and Convention Associations (Singapore)
AFIDA:	International Association of Exhibitions in Latin America (Colombia)
AMPROFEC:	Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones (Mexico)
AOCA:	Asociación Argentina de Organizadores y Proveedores de Exposiciones y Congresos (Argentina)
AUMA:	Association of the German Trade Fair Industry (Germany)
CAEM:	The Canadian Association of Exposition Management (Canada)
CEFA:	Central European Fair Alliance
CENTREX:	International Exhibition Statistics Union
CFI:	Comitato Fiere Industria (Italy)
EEAA:	Exhibition & Event Association of Australasia (Australia)
EEIA:	The European Exhibition Industry Alliance (Belgium)
EFU:	Exhibition Federation of Ukraine (Ukraine)
EMECA:	European Major Exhibition Centres Association (Belgium)
EXSA:	Exhibition Association of Southern Africa (South Africa)
FAIRLINK:	(Sweden)
FAMAB:	Integrated Brand Experiences (Germany)
HKECIA:	Hong Kong Exhibition & Convention Industry Association (Hong-Kong)
IAEE:	International Association of Exhibitions and Events (USA)
IECA:	Indonesia Exhibition Companies Association (Indonesia)
IEIA:	Indian Exhibition Industry Association (India)
IELA:	International Exhibition Logistics Association (UK)
IFES:	International Federation of Exhibition and Event services
LECA:	Lebanese Exhibitions & Conferences Association
MACEOS:	The Malaysian Association of Convention and Exhibition Organisers and Suppliers
MFTA:	Macau Fair & Trade Association
PCEI:	Polish Chamber of Exhibition Industry
SACEOS:	Singapore Association of Convention & Exhibition Organisers & Suppliers
SECB:	The Singapore Exhibition & Convention Bureau
RUEF:	Russian Union of Exhibitions and Fairs
SISO:	Society of Independent Show Organizers
TEA:	Thai Exhibition Association
TFOA :	Turkish Fair Organizers Association
UBRAFE:	União Brasileira dos Promotores Feiras
UNIMEV:	Union Française des Métiers de l'Événement