



#GED17 activities around the globe (as of 10 July 2017)

- 1. General Achievements**
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- 3. GED17 Toolkit and GED17 Partners**
- 4. GED18**

1. General achievements

Global Exhibitions Day is an annual invitation for everyone to celebrate and share the outstanding value of the Exhibition Industry with one single and cohesive voice. Held on 7 June 2017, GED17 was a special day:

GED17 Reach in Numbers

- 77 countries and regions supported the exhibition industry (listed next page): +21% compared to GED16!
- Hundreds of direct actions have taken place (ongoing identification / detail in Part 2 of this document):
 - GED17 dedicated events
 - News: GED17 thus far has triggered 150 articles, media releases and blog posts.
 - The dedicated YouTube GED channel on www.ufi.tv has increased video content by 53%, with 170 videos with GED subject matter and over 3000 views to date.
- 2200 pictures promoting GED17 were shared online, tripled compared to GED16!
- The [GED Twitter account](#) doubled followers since 6 June 2016 (GED16), gaining over 1400 followers in total. The hashtag #GED17 reached more than 3.1 million people on Twitter!
- The [GED Facebook group](#) has over 2000 members and membership requests are still coming in. In the week of GED17 alone, 300 new members joined. In the same week, we tracked 346 posts including pictures, videos, articles, quotes etc.

At this stage, 77 countries/regions have taken part:

AFRICA	AMERICAS	ASIA - PACIFIC	EUROPE		MIDDLE EAST
<i>Egypt</i>	<i>Argentina</i>	<i>Australia</i>	<i>Austria</i>	<i>Latvia</i>	<i>Bahrain</i>
<i>Ethiopia</i>	<i>Bolivia</i>	<i>Bangladesh</i>	<i>Azerbaijan</i>	<i>Lithuania</i>	<i>Iran</i>
<i>Nigeria</i>	<i>Brazil</i>	<i>China (mainland)</i>	<i>Belgium</i>	<i>Moldova</i>	<i>Israël</i>
<i>South Africa</i>	<i>Canada</i>	<i>Hong Kong</i>	<i>Bulgaria</i>	<i>Montenegro</i>	<i>Jordan</i>
<i>Tunisia</i>	<i>Chile</i>	<i>India</i>	<i>Croatia</i>	<i>Poland</i>	<i>Lebanon</i>
<i>Zimbabwe</i>	<i>Colombia</i>	<i>Indonesia</i>	<i>Cyprus</i>	<i>Portugal</i>	<i>Oman</i>
	<i>Cuba</i>	<i>Japan</i>	<i>Czech Republic</i>	<i>Romania</i>	<i>Qatar</i>
	<i>Ecuador</i>	<i>Macao</i>	<i>Denmark</i>	<i>Russian Federation</i>	<i>Saudi Arabia</i>
	<i>El Salvador</i>	<i>Malaysia</i>	<i>Estonia</i>	<i>Serbia</i>	<i>UAE</i>
	<i>Honduras</i>	<i>Pakistan</i>	<i>Finland</i>	<i>Spain</i>	
	<i>Mexico</i>	<i>Singapore</i>	<i>France</i>	<i>Sweden</i>	
	<i>Panama</i>	<i>South Korea</i>	<i>Georgia</i>	<i>Switzerland</i>	
	<i>Peru</i>	<i>Taipei</i>	<i>Germany</i>	<i>The Netherlands</i>	
	<i>USA</i>	<i>Thailand</i>	<i>Greece</i>	<i>Turkey</i>	
		<i>Uzbekistan</i>	<i>Hungary</i>	<i>Ukraine</i>	
			<i>Ireland</i>	<i>United Kingdom</i>	
			<i>Italy</i>		

Quotes on the benefits of GED17 (Please send your quotes to ged@ufi.org):

- **Sergey Alexeev, RUEF President (Russian Federation):** “On behalf of Russian Union of Exhibitions and Fairs, congratulations. We just finished online video conference with Russian colleagues from 40 exhibition Russian cities from Kaliningrad to Vladivostok, from Moscow and Saint-Petersburg to Kazan and Sochi with the press and administration representatives. It was exciting to show our actions today.”
- **Buhariwala Logistics Team (India):** “The day which makes us feel that we are doing something special and which needs to be celebrated with all”.
- **Michael Duck, Executive Vice President, UBM Asia Ltd:** “Fantastic! Very well done in raising our industries profile! Peace and good will to all Global Exhibition Industry!”
- **Max Fernandes, Operations Director, UBM:** “It is great to have a day where the entire exhibition industry meets”.
- **Oliver Schmitt, CEO, agendum Schmitt & Jaehnke Partners (Germany):** “Celebrating GED17 means to love what you do, what you love. We @agendum_messe are passionate about exhibition and proud to serve a truly global industry!”
- **Nimit Soni, Business Head, Paras Art Studio (India):** “Without exhibitions businesses cannot grow. I am happy that GED was incorporated”.
- **Moha, Event Planner & Event Manager at Vision Exhibitions & Conferences LLC (Oman):** “#GED17 was much more than just a celebration. It’s a day where you can renew your vows with exhibition’s industry. It’s a day to thank yourself and smile at the next perfect show. #GED17, #GED18.”

UFI media release

Global Exhibitions Day exceeds expectations, places global spotlight on the exhibitions and events industry

Paris/The World - 8 June 2017 – Exhibition industry professionals around the world came out in force for the 2nd Global Exhibitions Day (GED) this week, highlighting the role of exhibitions and events as economical growth drivers, and turning GED 2017 into the biggest day of advocacy for the exhibition industry so far. This year's theme put special focus on the people and jobs in the exhibition industry, under the title "Think Global – Act Local".

By the end of the day, the UFI team in Paris had received reports on activities in 75 countries and regions from all around the world, including the respective industry leaders among organisers, venues, and service providers. Compared to the initial GED in 2016, numerous additional countries and players in the industry joined for the first time.

Coordinated by UFI, The Global Association for the Exhibition Industry, 41 Global Exhibitions Day partner associations united behind this joint advocacy campaign. "The theme for this year's GED was 'Think Global – Act Local', and this was reflected in activities and activations all around the world", says Kai Hattendorf, UFI MD/CEO. "I am especially thrilled by the mix of senior industry leaders and young professionals who took part in GED events everywhere. The wide variety of activities really shows the creativity and the energy this industry has to offer. And the fact that exhibition and event professionals from all around the world have come together to promote our industry as a whole, clearly shows what we as an industry can achieve together."

GED saw a broad mix of activities, both onsite and online, to promote exhibitions as business platforms as well as career and business development opportunities in the industry. Events and activities were arranged by many of the international and national organisers, by venues, by service providers, and also by national and regional associations.

Preliminary data analysis shows that on Global Exhibitions Day alone, the joint activities by the industry reached a staggering 3.1 million people just on Twitter. UFI will publish a detailed report in the weeks to come.

The list of global GED activities is available at www.ufi.org/ged. UFI continues to update this list. Among the many activities around the world focusing on education and networking, here are a few examples of worldwide GED Activity:

- In **Australia**, EEAA ran 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 included the EEAA Annual General Meeting, a specific Global Exhibitions Day Reception and the EEAA Leaders Forum.
- In **Asia**, over 300 exhibition professionals gathered at Bombay Exhibition Centre, NESCO, Goregaon (E), Mumbai to commemorate the common cause and objective of ascertaining exhibition industry's growth. Keeping aside differences in Association alliances and business rivalries, this congregation of Exhibition organisers, venue owners and service providers focused on promoting the Exhibition industry as a whole.

- In **Africa**, both South African associations were out in force. AAXO celebrated GED with education sessions at Sandton Convention Centre in conjunction with their presence at Madex 2017: with Exhibitor Training on 7 June and Organiser Training on the 8 June. EXSA organised a “tastiest potjie” competition at Johannesburg Expo Centre to network and celebrate the industry.
- In **Europe**, RAI Amsterdam launched a “Start your Event” pitch competition to support new exhibition concepts for start-up organisers. The winning concept will be held in RAI Amsterdam in late 2018, and will be supported with both exhibition space, and show management expertise required for organising events.
- In **Middle East**, IEA organised a conference and dinner ceremony on 11 June 2017. Venue managers, exhibition organisers as well as governmental representatives from all of the Iran provinces gathered to celebrate GED and evaluate how to improve the exhibition performance in the country.
- In **North America**, IAEE is held a day of advocacy, bringing together industry professionals to lobby political leaders in Washington, DC, about the promotion of fair and free trade.
- In **Latin America**, AMPROFEC held cocktail receptions for exhibition organisers, venues and service providers celebrating Global Exhibitions Day in Merida city on 6 June, in Mexico City and Monterrey on 7 June. In addition, they took pictures at different iconic places in Mexico with the GED logo.

In addition, **sporting activities** were on the agenda. Co-organised by Hong Kong Exhibition & Convention Industry Association and Hong Kong Exhibition Services Association, the First Global Exhibitions Day Friendship Football Cup was celebrated on GED. It provided networking opportunities to participants in an informal and relaxing atmosphere as well as a celebration for the people who work in industry. In Paris, UNIMEV (The French Meeting Industry Council) held the 2nd Global Exhibitions Day Run at the Paris Nord Villepinte exhibition centre.

In the coming weeks, UFI media partner Exhibition World, together with the UFI team, will review all reported GED activities to select the best practise examples to be shared with the industry. Winners will receive the new “GED Award” in four categories: Most Creative Activity, Highest Profile Online Activity, Biggest Scale Physical Activity, and Industry Impact Award.

The network of partner associations decided in 2016 to allocate a permanent date for future Global Exhibitions Days: the first Wednesday in June. The next GED 2018 will be held at June 6, 2018.

The 41 GED partner associations under the UFI umbrella are: 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), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SECB (Singapore), SISO (USA), TEA (Thailand), TECA (Taiwan), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

2. List of activities identified around the world

The detailed activities that follow are listed geographically in the following order: **Africa, Americas, Asia – Pacific, Europe, Middle East**. A section concentrating on **transnational** and/or **global level activities** follows.

These lists are updated on a daily basis. To add to the list, please contact GED@ufi.org.

AFRICA

Ethiopia

Video	Nebeyu Lemma, Managing Director of Prana Promotion (online).
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South Africa

Media Releases	<p>It's training! It's a launch! It's GED17! No, it's all three! June 2017 (online).</p> <p>Association of African Exhibition Organisers announces exciting schedule for Global Exhibitions Day 2017, May 2017 (online).</p> <p>CTICC celebrates strong line-up of new and repeat exhibitions, 7 June 2017 (print).</p>
Article	<p>Exhibitions News Tipping the scale: Global Exhibition Day 2017 with EXSA, 23 May 2017 (online).</p>
Video	<p>Neo Mohlantlole, NGL grant winner, Business Development Director, Seven Colours Communications (online).</p>

Photo gallery ([online](#)).

AAXO



AAXO started their own exhibition quiz in May: every day of the week one question is featured on Twitter and the answers published every Monday on Facebook. AAXO also celebrated 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



EXSA invited 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 “fastiest potjie” competition! They had about 60 participants.

Tunisia

Photo gallery [\(online\)](#).

Zimbabwe

Articles	Newsday	ZITF wants exhibitions to spur GDP growth, 13 June 2017 (online) .
	Chronicle	'Byo ripe for investment, 14 June 2017 (online) .

Photo gallery [\(online\)](#).

ZITF



Zimbabwe International Trade fair Company celebrated GED17 celebration at the J.M Nkomo International Airport.

AMERICAS

Blog *Messe Frankfurt NA celebrates #GED17, 16 June 2017 ([online](#)).*

Central and South America

AFIDA (mparedes@afida.org)

Activities were scheduled during the AFIDA Congress between 21 and 24 June in Gran Canarias (Spain).

Argentina

Photo gallery ([online](#)).

AOCA



AOCA released a press release on GED. They also sent the official GED video with the UFI President to all their Members. Specific activities were held during the AFIDA Congress between 21 and 24 June in Gran Canarias (Spain).

Bolivia

Photo gallery ([online](#)).

Brazil

Articles	<p>ABEOC Brasil</p> <p>Notícias Hoje Brasil</p> <p>Promoview</p> <p>Radar Magazine</p>	<p>Promotores de eventos se reúnem para comemorar o Global Exhibitions Day, 7 June 2017 (online).</p> <p>June 7 - Global Exhibitions Day (#GED17), 5 June 2017 (online).</p> <p>Grupo Radar &TV se prepara para o Global Exhibitions Day #GED17, 26 May 2017 (online).</p> <p>Grupo Radar &TV se prepara para o Global Exhibitions Day #GED17, 26 May 2017 (online).</p> <p>Otávio Neto reúne lideranças em jantar de comemoração ao Global Exhibitions Day, 8 June 2017 (online).</p> <p>Feliz Global Exhibitions Day 2017! 7 June 2017 (print).</p> <p>UFI invites the world to join Global Exhibitions Day 2017, 10 February 2017 (online).</p> <p>Global Exhibitions Day engages the exhibition industry worldwide, 9 June 2016 (online).</p>
Videos	<p>#GED17 - Carlos Clur, Presidente do Grupo Eletrolar (online).</p> <p>#GED17 - Renato Orenszejn, Presidente da ABCasa (online).</p> <p>#GED17 - Jean Pierre Cantaux, Diretor da Red Star Brasil (online).</p> <p>#GED17 - João Paulo Picolo, Diretor Geral da NürnbergMesse Brasil (online).</p> <p>#GED17 - Paulo Ventura, Diretor Superintendente do Expo Center Norte (online).</p> <p>#GED17 - Romano Pansera, Fundador da Promovisão (online).</p> <p>#GED17 - Abdala Jamil Abdala, Presidente da Franca Feiras (online).</p> <p>#GED17 - Sergio Pasqualin, Presidente da Academia Brasileira de Eventos e Turismo (online).</p> <p>#GED17 - Toni Sando, Presidente Executivo do SPCVB (online).</p> <p>#GED17 - Juan Pablo de Vera, Presidente do Conselho de Administração da UBRAFE (online).</p> <p>#GED17 - Cassiano Facchinetti, Diretor Geral da Koelnmesse no Brasil (online).</p> <p>#GED17 - Jorge Alves de Souza, Diretor do Grupo Couromoda e Presidente do SINDIPROM (online).</p> <p>#GED17 - Carlos Alberto Parente, Diretor de Marketing e Vendas da SPTuris (online).</p>	

Photo gallery ([online](#)).

Radar & TV Group & UBRAFE



Radar & TV Group and UBRAFE organized a dinner party in São Paulo with 90% of the top executives of trade fairs in Brazil and industry leaders (<http://portalradar.com.br/otavio-neto-reune-liderancas-em-jantar-de-comemoracao-ao-global-exhibitions-day>).

Photo gallery [\(online\)](#).

Canada

Photo gallery [\(online\)](#).

Chile

Photo gallery [\(online\)](#).

Colombia

Videos

Corferias, ¡CAMACOL celebra con nosotros #GED17! [\(online\)](#).

¡Así aportan nuestros posibilitadores a Corferias Caribe y la industria ferial! - #GED17 [\(online\)](#).

¡Así aportan nuestros posibilitadores a Corferias y la industria ferial! - #GED17 [\(online\)](#).

¡FENALCO celebra con nosotros #GED17! [\(online\)](#).

¡Patricia Maestre, fundadora de Sabor Barranquilla celebra con nosotros #GED17! [\(online\)](#).

Photo gallery [\(online\)](#).

Cuba

Photo gallery [\(online\)](#).

El Salvador

Photo gallery [\(online\)](#).

Honduras

Photo gallery [\(online\)](#).

Mexico

Article

Latinamerica Meetings, Supera expectativas el Día Mundial de las Exposiciones, 14 June 2017 [\(online\)](#).

Video [WTC, Global Exhibitions Day 2017 \(online\)](#).

Photo gallery [\(online\)](#).

AMPROFEC



AMPROFEC held cocktail receptions for exhibition organisers, venues and service providers to celebrate Global Exhibitions Day in Merida city (100 participants) on 6 June, in Mexico city (100 participants) and Monterrey city (100 participants) on 7 June. In addition, they took pictures and posted them from different iconic places in Mexico with the GED logo.

Expo Guadalajara



Expo Guadalajara organized a conference "The importance of the communications in the exhibition industry" followed by dinner on 7 June in Guadalajara. They received approximately 200 organizers and other stakeholders from the exhibition industry.

USA

Media Release	LVCVA, Las Vegas Recognizes Global Exhibitions Day 2017, 7 June 2017 (online) .
Article	ExhibitCity News Industry Leaders Prepare for Exhibitions Day June 6-7, 31 May 2017 (online) .
Blog	Ron Mathews, Happy Global Exhibitions Day! #GED17 > 3 thoughts for your next show! 7 June 2017 (online) .
Videos	David Audrain, Executive Director, SISO, USA (online) . Stephanie Selesnick, President at International Trade Information Inc. (online) .

Photo gallery [\(online\)](#).

IAEE



IAEE held its fourth annual Exhibitions Day, taking place on June 6-7 in Washington, DC. More than 100 industry professionals from all over the U.S. met with federal lawmakers to discuss the economic impact that exhibitions have on state and national economies.

ASIA – PACIFIC

Articles	BSG	Asia Business Media News Update, 13 April 2017 (online).
	CEI	#GED17 exceeds expectations, 9 June 2017 (online).
		Exhibitions need digital natives: UFI, 7 June 2017 (online).

Photo gallery ([online](#)).

Australia

Media Releases	Australia first country to kick off Global Exhibitions Day #GED17, 6 June 2017 (print). “Don’t turn your back on the power of live events” EEAA’s message to marketers, 2 June (online).	
Articles	Australasian Special Events	EEAA tells marketers “Don’t turn your back on the power of live events”, 5 June 2017 (online). EEAA 2017: Leaders Forum program set to challenge industry leaders to re-think their current and future business strategies, 19 May 2017 (online). Be part of Australia’s voice for Global Exhibitions Day, 10 May 2017 (online).
	CIM News Magazine	KLCC gets creative for #GED17, 8 June 2017 (online). Show your support for Global Exhibitions Day, 12 May 2017 (online).
	EEAA	Global Exhibitions Day brings the industry together, 8 February 2017 (online). It’s a wrap – EEAA 2017 Leaders Forum on Global exhibitions day, 15 June 2017 (online). Global Exhibitions Day exceeds expectations, places global spotlight on the exhibitions and events industry, 8 June 2017 (online).
	ITCM	RAI celebrates Global Exhibitions Day with ‘Start up your Event’ pitch, 7 June 2017 (online). Be part of Australia’s voice for Global Exhibitions Day, 10 May 2017 (online).
	The Nibbler	Industry celebrates Global Exhibitions Day, 16 May 2017 (online).
	Videos	EEAA 2017 Leaders Forum Highlights on Global Exhibitions Day #GED17 (online). EEAA - #GED17: get involved! (online). Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia (online).

Photo gallery ([online](#)).

EEAA



EEAA ran 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 included the EEAA Annual General Meeting, a specific Global Exhibitions Day Reception and the EEAA Leaders Forum.

EEAA has a major focus on communications with all tiers of government – local, state and federal to drive its advocacy agenda. In consultation with its members and the wider business events community, EEAA identified the critical issues and challenges for our sector to deliver clear messages to government about the policy support we require. Industry initiatives like Global Exhibitions Day

is an opportunity to seek out new allies. This year, EEAA wrote to 75 parliamentarians (on both sides of the Parliament), business leaders and industry stakeholders around the country to deliver the #GED17 message.

Photo gallery ([online](#)).

Bangladesh

Photo gallery ([online](#)).

China

Articles	CICE Magazine	Global Exhibitions Day, May 2017 (print).
	Overseas Exhibitions Magazine	2017 Global Exhibitions Day- global exhibition industry, 9 June 2017 (online). Highlighting the value of the Exhibition Industry, 2 June 2017 (online). GED 2017 placed global spotlight on the industry, Issue 132, page 13, May-June 2017 (print). Only one week from the 2017 Global Exhibitions Day, 31 May 2017 (online).
Video	Michael Kruppe, General Manager, Shanghai New International Expo Centre (online).	

Photo gallery ([online](#)).

Hong Kong

Videos	Michael Duck, Executive Vice President & Group Chief Representative for China, UBM Asia, Hong Kong (online). Stanley Chu, Chairman, Adsale Exhibition Services Ltd, Hong Kong (online).
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Photo gallery ([online](#)).

HKECIA - HKSEA (www.exhibitions.org.hk/en/activities-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 celebrated Global Exhibitions Day. Its aim is to provide networking opportunities for participants in an informal and relaxing atmosphere, as well as to celebrate the people who work in industry.

Hong Kong Convention and Exhibition Centre



HKCEC kicked off their celebration of GED17 in May by taking a photo of their managing director with the organisers of HOFEX (an UFI approved international event which celebrated its 30th anniversary in May) to show their support for GED17.

They placed the message “HKCEC Supports Global Exhibitions Day” in a dominant location on the HKCEC website frontpage www.hkcec.com from 29 May - 7 June, with a hyperlink to the GED page on UFI website.

Additional activities included placing the message “HKCEC Supports Global Exhibitions Day” on the giant LED billboard at the HKCEC main entrance on 2 June, when HKCEC hosted the AGM and Annual Dinner of the Hong Kong Exhibition & Convention Industry Association.

On 7 June, HKCEC event team invited organisers to take photos to show support to GED 2017.

India

Articles	
Ashoka News	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Blive	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
BusinessFortNight.com	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Business News this Week	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Business Standard	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Daijiworld.com	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Dalal Street Investment Journal	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Dariya News	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Estrade	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Events Venues & Avenues	Global Exhibition Day (June 7, 2017) Celebrations @ Mumbai, 6 June 2017 (online).
	IEIA Open Seminar 2017, March-April 2017 (print).
	UFI invites the world to join Global Exhibitions Day 2017, January-February 2017 (print).
Everything Experimental	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Exhibits	IEIA's newsroom communique, UFI prepares for Global Exhibitions Day – 7 th June 2017, April 2017 (online).
First Report	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Forever News	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Gujarat Headline	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
GSTV	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Hindustantimes	India to observe Global Exhibitions Day (online).
HTDS Content Services	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
India	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
India Live Today	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
Kashmir Times	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).
MTI News	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).

<p>NetIndia 123 NewsKerala.com NPR Outlook Sify Finance The Covai Post The Hans India The News International The Telegraph WebIndia 123</p>	<p>Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 5 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online). Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 (online).</p>
<p>Videos Abdul Hadi Khan DD Sahayadri Exhibition Showcase Sudeep Sarcar Times Now Trade Fair TV</p>	<p>Marketing Manager, India Exposition Mart Ltd (online). Mumbai, India celebrates #GED2017 Global Exhibitions Day (online). Interview at Bombay Exhibition Centre (online). Interview of Mr KV Nagendra Prasad, President of IEIA & COO of Hitex Hyderabad (online). In Candid Conversation With Ravinder Sethi (online). India celebrates Global Exhibitions Day (online). Mumbai celebrates Global Exhibitions Day (online). Raghav Khosla, Publisher (online). 7TH IEIA Open Seminar 2017 (online). Vice President, India Exposition Mart Ltd (online). Mumbai, India celebrates #GED2017 Global Exhibitions Day (online).</p>

Photo gallery ([online](#)).

Bombay Exhibition Centre, NESCO, Goregaon (E), Mumbai



Over 350 exhibition professionals gathered at Bombay Exhibition Centre, NESCO, Goregaon (E), Mumbai to commemorate the common cause and objective of promoting the exhibition industry's growth. Keeping aside differences in association alliances and business rivalries, this congregation of exhibition organisers, venue owners and service providers fostered a noble cause of promoting the exhibition industry as a whole.

The event triggered plenty of media coverage including the following articles:

Times Of India	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 6 June 2017 (print).
The Afternoon DC	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 6 June 2017 (print).
Navbharat Times	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 6 June 2017 (print).
Vyapar Hindi	Indian Exhibition Industry celebrated 'Global Exhibitions Day' on June 7th in Mumbai, 11 June 2017 (print).
Divya Bhaskar	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 4 June 2017 (print).
Gujarat Samachar	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 7 June 2017 (print).
Vyapar Gujarati	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 7 June 2017 (print).
Lokmat Samachar	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 6 June 2017 (print).
Saamana	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 3 June 2017 (print).
Pudhari	Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 6 June 2017 (print).

Dazzletoday



Inspired by GED, Dazzletoday started a new “thought leadership blog” project: the result is an ongoing collaboration between people on the future of exhibitions. They hope to bring together industry ‘insiders’ such as Show Organizers, Service Providers, Venues, Cities, Associations and Media, and ‘outsiders’ such as Exhibitors and Attendees. To take part: <http://www.futureofexhibitions.com>.

Exhibition Showcase



- Promoted GED at the EEA 2017 seminar and at the interviews for print, digital and online television (see “videos” section above)
- Prepared a video capsule to promote GED (see “photo gallery” section above)
- Provided GED news at <http://www.exhibitionshowcase.com/>
- Actively participated and promoted fraternity meeting at Mumbai - Nesco on 7 June 2017
- Will release a special memento of the occasion.
- Will release a special post event report in Magazine.

IESA



On the eve of Global Exhibitions Day, Indian Exhibition Services Association organized several blood donation camps at various Mumbai Railway stations as well as one in Delhi. Eight camps in total were open from 9am to 5pm. The camp is expected to have generated around 500 pints of blood.

Indonesia

Video [Effi Setiabudi, Chairman, Indonesia Exhibition Companies Association \(online\)](#).

Photo gallery [\(online\)](#).

Macau

Video [Jackson Chang, President, Macao Trade & Investment Promotion Institute \(online\)](#).

MFTA (mfta@macau.ctm.net)

MFTA hosts the UFI-EMD course during the week of 7 June and, on 7 June, the students went to the Cultural Heritage site to take photos with a specially prepared GED 2017 fan. Later that afternoon a GED event took place with representatives from: IPIM (Macao Trade and Investment Promotion Institute), MAA (Macao Advertising Association), MFCACEI (Macao Federation Commercial Association of C&E Industry), MFTA (Macao Fair & Trade Association), and the Secretary of Finance. The winner of "The 3 Treasures of MICE" and lucky draw was announced at the end of the event.

Malaysia

Video [Winnee Lim, Sales Manager - Exhibition, Malaysia Convention & Exhibition Bureau \(online\)](#).

MACEOS



In conjunction with the GED on 7 June 2017, MACEOS hosted a networking party, which brought industry members together to celebrate and appreciate the contribution of members to develop the exhibitions industry locally and abroad. 150 industry partners were expected to attend the event sharing their knowledge and passion for the industry. During that day, MACEOS also announced the launch of its MACEOS Youth, with the objective to build up and groom the young professionals in the exhibition industry.

Pakistan

Article Corporate Governance Grupo Radar &TV se prepara para o Global Exhibitions Day #GED17, 26 May 2017 ([online](#)).

FAKT EXHIBITIONS PVT LTD.



On 7 June, at SOLAR PAKISTAN, Fakt Exhibitions Pvt Ltd. brought all their solar clients together to discuss the importance of Education in Solar Industry. All their agents and clients from China, Germany, Turkey, France were also invited online to share their experience on GED17.

Singapore

Photo gallery ([online](#)).

SACEOS (events@saceos.org.sg)

SACEOS organised a get-together among members on June 7 at the end of the day to celebrate Global Exhibitions Day.

South Korea

AKEI



Exhibition industry professionals celebrated GED17 with a Korean Exhibition Industry Friendship Golf Cup with 44 players on 2 June. AKEI and other industry Associations' Presidents (*), gathered with 14 employees in AKEI's office to commemorate the day.

(*): KEOA: organizers' association, KEDA: booth design installation providers' association, KESPA: service providers' association)

Taiwan

Photo gallery ([online](#)).

Thailand

Article	TCEB “Exhibition NOW” e-Newsletter, 1 May 2017 (online).
Video	Sarnit Karunyavanij, Director, Thai Exhibition Association (online).

Photo gallery ([online](#)).

TCEB - TEA



Held on 4 June, the TCEB-organized “Presidents Golf Friendship Cup 2017” facilitated networking between TCEB executives and Thai Exhibition Association (TEA) members. The event was also a precursor to “Global Exhibitions Day 2017,” which took place three days later on 7 June. GED 2017 highlighted the positive impact of the exhibitions industry on jobs, business, innovation and local investment, in addition to providing an array of professional opportunities and increasing awareness of the industry’s global impact.

EUROPE

Photo gallery [\(online\)](#).

Europe

European Major Exhibitions Centres Association (EMECA)

EMECA celebrated GED during its General assembly recently held in Lyon, France.



Belgium

Video *Artexis Easyfairs Benelux, Global Exhibitions Day* [\(online\)](#)

Photo gallery [\(online\)](#).

FEBELUX

FEBELUX organised their Board meeting on GED, at the Namur Expo et Namur Palais des Congrès.

Bulgaria

International Fair Plovdiv

On Global Exhibitions Day, International Fair Plovdiv distributed more than 2000 letters to all their exhibitors and partners promoting the industry. They also shared press releases and pictures on Facebook.

Czech Republic

Veletrhy Brno, A.S.



On June 6, Veletrhy Brno released press information related to the contribution of the fair industry to the global prosperity and impact of Brno Trade Fairs to Czech Republic. On 7 June, their CEO planted a tree to celebrate Global Exhibitions Day.

Denmark

Article	FeedsFloor	Global Exhibition Day #GED17 is celebrated all over the world, but why are exhibitions so important? 7 June 2017 (online).
Blog	Pernille Andersen,	#GED17 hvorfor er messer så vigtige? 7 June 2017 (online).

Finland

Article	Messukeskus Helsinki	Kansainvälinen messujen päivä 7.6. - Suomalaiset Pohjoismaiden aktiivisimpia messukävijöitä, 5 June 2017 (online).
Blog	Wulff entre	celebrates Global Exhibition Day! 7 June 2017 (online).

Photo gallery

([online](#)).

Messukeskus Helsinki



On the Global Exhibitions Day, 7 June, Messukeskus offered an annual ticket at a special price through its online store. The annual ticket is a special product of the Finland 100 centenary year that entitles its holder to free admission to an unlimited number of public fairs organised by Messukeskus in 2017.

France

Press release *UNIMEV s'inscrit dans la durée avec un nouveau temps fort : la Global Exhibitions Run. Retour sur l'édition 2017! 12 June 2017 (print).*

Photo gallery ([online](#)).

UNIMEV (<http://www.globalexhibitionsrun.fr/>)



UNIMEV organised a second annual Global Exhibitions Run. Open to all members of the event industry, it took place on 7 June at the Paris Nord Villepinte exhibition centre.

Georgia

Expo Georgia

Expo Georgia joined GED on 7 June with a discussion on the Challenges of Exhibition Business in Georgia.

Germany

Media Releases	<i>"Messewirtschaft ist eine global agierende Industrie, die Wirtschaftsräume für den Mittelstand öffnet", 7 June 2017 (print). NürnbergMesse, Trade fairs are and remain marketplaces for people, 6 June 2017 (online).</i>	
Articles	AUMA Compact	<i>AUMA FachForum: Innovation und Inspiration, 12 June 2017 (online). Global Exhibitions Day am 7.Juni 2017, 13 April 2017 (online). UFI-Aktion: Weltweit das Image von Messen stärken, 16 February 2017 (online).</i>
	AUMA Press Info	<i>ExpertsForum highlighted the theme of science at trade fairs, 15 June 2017 (online). Global Exhibitions Day on 7th June 2017, 20 April 2017 (online). Global Exhibitions Day am 7.Juni 2017, 12 April 2017 (online).</i>
	AUMA Institut	<i>Save the Date: Global Exhibitions Day 2017, 19 December 2016 (print).</i>
	Events Magazine	<i>UFI-Aktion: Global Exhibitions Day 2017, 20 February 2017 (online).</i>
	Expo.com	<i>Global Exhibitions Day: "Messen als Innovationsplattform", 2 May 2017 (online).</i>
	FKM	<i>Global Exhibitions Day 2017, 19 April 2017 (online).</i>
	Messe Düsseldorf	<i>"The exhibition sector is a global industry that opens up economic regions for medium-sized</i>

	<p>Messe Frankfurt, Connected</p> <p>TW</p>	<p>business”, 7 June 2017 (online).</p> <p>Trade Fair Industry Celebrates Global Exhibitions Day, 7 June 2017 (online).</p> <p>#GED17 – successful second Global Exhibitions Day, 8 June 2017 (online).</p> <p>Global trade fairs connect industries worldwide, 27 April 2017 (online).</p> <p>#GED17: international trade fair day on June 7, 2017, 22 April 2017 (online).</p> <p>#GED17 – Internationaler Messetag am 7. Juni 2017, 21 April 2017 (online).</p> <p>Global Trade Fairs connect industries worldwide, March 2017 (online).</p> <p>#GED17: Messebranche wirbt für sich am Global Exhibitions Day (online).</p>
<p>Videos</p>		<p>Katharina Keupp, NGL grant winner, Project Consultant, Messe Munich (online).</p> <p>Clemens Schütte, Director, International Business, Messe Düsseldorf (online).</p> <p>Katharina Spohn, Mesago Messe Frankfurt GmbH (online).</p>

Photo gallery ([online](#)).

AUMA (www.auma.de/de/Presse/Seiten/Presse-2017-09.aspx)



“Trade Shows as Innovation Hubs – Science to Business” was the title of the AUMA FachForum held on 7 June 2017 as part of the Global Exhibitions Day at the Berlin University of Technology. The focus of the event has been on the question of how Germany, as an exhibition location and centre of scientific research, can improve the interaction between scientific institutions and business, and foster collaborations with private enterprise. The programme included speeches by scientists in the fields of business and communications, technology transfer experts and people working in the various fields for exhibition organisers and companies. The target group of the event were employees of technology transfer agencies, exhibition organisers and industry associations as well as representatives from the research ministries and universities. The event was held by AUMA together with the Messerbeitskreis Wissenschaft e.V. (MAK), a group working throughout Germany to promote technology and knowledge transfer at trade fairs as well as universities’ own marketing efforts. About 60 participants joined the conference.

CEFA



About 20 registered participants from CEFA member companies celebrated GED17 during the CEFA Professionals Seminar held on 9 and 10 May at Messe München.

Messe Düsseldorf



- Messe Düsseldorf produced a “Give us your most beautiful #GED17 smile” collage and used it as a photo background. On 7 June, they asked all colleagues to show their most beautiful #GED17 smile in front of the photo background. All photos were then put together into a big #GED17 sign/collage (reduced in the picture to the left).
- They also produced on Instagram a #GED17 countdown with pictures of their executive board. The countdown began the week prior to June 7.
- They published a press release (see above).
- They posted information about all these actions in several social media channels (Facebook, Instagram and LinkedIn).

Messe Frankfurt



Messe Frankfurt started middle of April to mobilize internal and external audiences to participate in, and become aware of #GED17 in an early stage (major share of voice until end of May). During the #GED17 week, Messe Frankfurt kept up the level of information activities, started networking and extended their “Like, Retweet- and Comment-Activities”.

- Information and reports are highlighted in the “articles” section above;
- For social media, more than 120 tweets/posts were released. Most of them included pictures, showing Messe Frankfurt fairground with GED Logos, selfies and visual quotes of staff from subsidiaries worldwide (India, Mexico, North America, UK, Brasil, etc.). They also shared a global GED Tweetmap plus analytics and all GED social graphics.

Reed Exhibitions

In their weekly internal newsletter Reed Exhibitions Germany incorporated a selection of the #GED17 Quiz questions. The Newsletter was sent on 7 June to highlight Global Exhibitions Day. Employees had one day to find the answers (either individually or jointly) before results were published the following day.

Greece

Video	Petros Panias, Commercial Manager, Athens Metropolitan Expo (online).
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Hungary

Articles	Centrex Newsletter The Exhibition Knowledge Provider, November-December 2016 (print)
	Compex Global Exhibitions Day 2017, 23 May 2017 (online).
Video	Janos Barabas, Secretary General of Hungexpo (online)

Photo gallery ([online](#)).

HUNGEXPO



HUNGEXPO organized a family day with the former employees where they celebrated the 50th anniversary of HUNGEXPO and Global Exhibitions Day. When they tried to draw GED hopscotch for children, they realized that it was fun for them too.

Italy

Media Releases	AEFI, Special edition #GED17 of the monthly newsletter (addressed to AEFI members) Veronafiere protagonista nella seconda giornata mondiale delle fiere, 7 June 2017 (print).
Articles	<p>Press review compiled by AEFI (online)</p> <p>AEFI News</p> <p>Giornata mondiale delle fiere 2017: un incontro alla camera dei deputati per presentare le fiere italiane e sollecitare l'interesse delle istituzioni sul settore, 14 June 2017 (online)</p> <p>AEFI-Associazione Esposizioni e Fiere Italiane dedica un premio speciale al Corpo dei Vigili del Fuoco che si è distinto per il coraggio nell'intervento durante il terremoto di Amatrice, 14 June 2017 (online)</p> <p>For Global Exhibitions Day 2017 AEFI and the Italian Trade Agency presented video storytelling of the values of italian exhibitions, 12 June 2017 (online)</p> <p>Great success for yesterday's Global Exhibitions Day "Think Global, Act Local: The Value of Italian Exhibitions", 8 June 2017 (online)</p> <p>7th June 2017 "Global Exhibitions Day" AEFI and the Italian Trade Agency support the day with the "opening italian excellences to the world" event, 7 June 2017 (online)</p> <p>Aefi e trenitalia: un accordo per la giornata mondiale delle fiere del 7 giugno a Roma, 31 May 2017 (online)</p> <p>7 giugno 2017: seconda "giornata mondiale delle fiere", 9 May 2017 (online)</p> <p>7 June 2017: Second "Global Exhibitions Day", 7 February 2017 (online).</p> <p>Honegger Pordenone Fiere</p> <p>Global Exhibition Day: Giornata mondiale delle fiere, 7 June 2017 (online).</p> <p>The second World Day of Fairs: an opportunity to take stock of the Italian exhibition sector and the activities of the Pordenone Fair, 9 June 2017 (online).</p> <p>The Parallel Vision</p> <p>Giornata mondiale delle Fiere, a Roma il valore del Glocal di tutto il mondo, 10 June 2017 (online).</p>
Videos	<p>Accademia Fiera Milano: Alumni at work (online).</p> <p>AEFI, The values of Italian exhibitions: heritage of excellence: Italian version (online), English version (online)</p> <p>Bergamo Fiera Nuova (online)</p> <p>Bonaccini: la collaborazione è la chiave per competere all'estero (online)</p>

Bonaccini: *Made in Italy e qualità sono le sfide per crescere* ([online](#))
 Bonaccini: *scienza, cultura e turismo fondamentali per la crescita italiana* ([online](#))
 Sen. Benedetto Della Vedova, *messaggio per la Giornata Mondiale delle Fiere* ([online](#))

Photo gallery ([online](#)).

AEFI (<http://www.aefi.it/Aefi/site/en/ged17/project>)

AEFI developed a series of communication activities outlined in this document ([online](#)).

“Share Italian excellence to the world” was the theme of several events held in Rome on June 7 to celebrate GED: ([online](#)):

- “Exhibitions and Italian excellence between history and future”, took place in the morning at the ICE Italian Trade Agency (150 attendees)
- “Promotion and regulatory context: key factors for the development of the fair system and Made in Italy” - meeting with Institutions at the Italian Chamber of Deputies, in the afternoon (by invitation only)
- “Think global act local: the value of Italian exhibitions”, in the late afternoon, at the Chamber of Commerce (170 attendees, among them 50 representatives of foreign diplomatic Institutions in Italy).



In addition, several other actions were held locally by many Italian trade fair venues: ([online](#)).

AREZZO: Arezzo Fiere e Congressi introduced itself as the Arezzo goldsmith district for the global market: OroArezzo is one of the most important events in the fields of goldsmith, silverware and jewellery. It comes from the expertise in product processing on the territory and it represents an important and international promotion platform for Made in Italy jewellery thanks to the participation of production excellence of all Italian gold districts.

BERGAMO: For the occasion, Fiera Bergamo published a book entitled “The fair of Bergamo from its origins to the new exhibition center”. On June 7th, a guided tour in spaces in the venue normally not accessible to public was offered.

BOLOGNA: BolognaFiere presented the communication of a redevelopment plan, upgrading and expansion of the fair venue, highlighting new sustainability and energy efficiency features.

BOLZANO: Fiera Bolzano shared 5 animated infographics about its most relevant numbers. These visual and numerical comparisons clarified its economic and social impact, and represent and convey the importance of the fair on the local territory.

CERNOBBIO (CO): Produced a video inspired by the celebratory event of the 30th anniversary of the foundation of Villa Erba Company, showing some footage from one of the most representative events of the 2016 season.

ERBA (CO): Lariofiere Como Lecco launched a series of digitized activities on behalf of the Lake Como Tourist System to show it’s support of tour operators of the territory and to all tourism sectors of the region. ([online](#)).

FIRENZE: Firenze Fiera presented a video specially shot for GED17 launched during the AEFI event at Sala del Tempio di Adriano in Rome to share to the value of the fair for the territory. ([online](#)).



- FOGGIA:** *Fiera di Foggia collected testimonies and posters from the Agriculture Fair, celebrating its 85th edition this year. The collection begins from April 1813 through 2017. It summarizes the history and symbols of Italian agricultural world.*
- FORLI:** *Fiera di Forlì organized a television talk show about the industry featuring participation of companies from supply chains, members of the scientific world, industry members and political figures. ([online](#)).*
- GENOVA:** *From the city on the sea: Through photography, the Fiera di Genova illustrated the unique qualities and features of the fairground on the sea that makes it particularly suitable as well as famous for special events and exhibitions.*
- PIACENZA:** *Piazza Cavalli, the historical Center of the city, hosted an Info Point of Piacenza Expo with brochures and information about forthcoming activities and exhibitions. For the occasion, a famous local artist created a painting as a symbol of the link between the city and its Fair Venue, marking the relationship of mutual collaboration with the common goal of enhancing and promoting Piacenza. The painting was reproduced as a celebratory postcard distributed to the public during GED17 and will continue to be distributed all year long at all exhibitions. ([online](#)).*
- RIMINI:** *Italian Exhibition Group launched the motto: Providing The Future. Internationalization is the new frontier of Italian trade fairs: with this aim Fiera di Rimini and Fiera di Vicenza have formed the Italian Exhibition Group, Italy's most important exhibition and convention provider for events, organized and owned by the organizers.*
- RIVA DEL GARDA (TN):** *Riva del Garda Fierecongressi presented a video dedicated to Expo Riva Schuh, its most important international exhibition, and Europe's leading event for volume production footwear at a mid-range price point.*
- PORDENONE:** *Let's Meet at the Fair: Pordenone Fiere celebrated Global Exhibitions Day with an event that kicked off the celebrations of the 70th anniversary of the fair with an open party for all town citizens. They used the occasion to emphasize the role of Pordenone Fiere in the economic and social context of the territory. These celebrations will also involve everyone contributing to the realization of the venue's events: from fair staff to suppliers, from exhibitors to visitors, and to all employees. ([online](#)).*
- ROMA:** *Energy for the People: Fiera Roma organized an informal party, with live music, food and drinks offered to all attendees. The goal was to make the venue more accessible to the city's citizens, making it feel like a place to live and a home for all.*
- VERONA:** *Wine2Digital, Vinitaly International's new space, strives to become a community to facilitate the communication and promotion of Italian wine with a digital twist. w2d acts as a bridge between wine trade professionals and potential markets through digital tools to help sell and engage small-to-medium wine producers. On June 7th, for Global Exhibitions Day, Veronafiere opened Wine2Digital with a celebratory toast at 18:30 (by invitation).*
- VICENZA:** *Open doors at the Jewellery Museum: For Global Exhibitions Day, Wednesday June 7th, the museum space in the Palladian Basilica managed by Italian Exhibition Group SpA (IEG), in partnership with the City of Vicenza, opened at 11:00, instead of 15:00 as of midweek time. It stayed open until 19:00, with free entrance for all visitors.*

Photo gallery

([online](#)).

CFI



First, CFI prepared a position paper (*Libbro Bianco*) concerning the role and economic value of the events in Italy. This position paper titled “*Le fiere motore dell’economia*” (*Fairs driving power behind the economy*) has a circulation on Italian level and was mailed June 6th to: 32 CFI members, 10 CFI Board, 13 Confindustria authorities (Italian Industrial Confederation), 77 sector Industrial Associations, 89 local and regional industrial Associations, 26 national and regional public offices who have work with the exhibition sector, 98 Italian Chambers of Commerce, 78 Italian foreign Chambers of Commerce and 20 other Associations and Organizations.

The immediate reaction was very positive.

An article with CFI President Massimo Goldoni was published on June 6 by *ISole24ORE*.

CEFA

More than 20 member companies' CEOs from 15 countries celebrated GED17 during the CEFA CEOs Think Tank held on 8 and 9 June at Pordenone Fiere.

Fondazione Fiera Milano - Accademia Fiera Milano



Fondazione Fiera Milano has a business unit called *Accademia Fiera Milano*, which is one of the main training centers in Europe for the exhibition, congress and event business. In particular, it has two courses for young people who aim to be part of our industry. *Accademia Fiera Milano* has supported *Global Exhibitions Day* with a social campaign that has mainly involved its students (average age 23 years old). The campaign had three main purposes:

1. Showing that there are many young talents are enthusiastic about exhibitions and are eager to be part of the industry;
2. Sharing different points of view, ideas and dreams about exhibitions from those who are not entirely part of this world yet;
3. Generating awareness in the months before 7 June 2017.

Accademia Fiera Milano supported *Global Exhibitions Day 2017* with a social media campaign on Facebook and Twitter that involved:

- Pictures and messages from students;
- Pictures of students with the #GED17 sign during their main activities;
- Pictures of hosts (high school students and former employees) with the #GED17;
- “*Accademia Fiera Milano: Alumni at Work*”, a video shot by former students and shared on 7 June 2017.

The coverage began on 14 February with two posts per week (Tuesdays and Thursdays), with a total amount of more than 50 posts and an organic reach of 45.013 people (an average of 850 per post) with 30 interactions per post on Facebook*. Moreover, *Accademia* has tweeted more than 50 times, with 40.636 visualizations (an average of 797 per tweet) and 1.145 interactions (an

average of 23 per tweet)**.

*Non-paid public record of Accademia Fiera Milano's Facebook fanpage (1.434 followers), as of 16 June 2017.

** Non-paid public record of @fondazionefiera Twitter account, as of 16 June 2017.

Moldova

Video *Moldexpo, Global Exhibitions Day 2017* ([online](#)).

Photo gallery ([online](#)).

Moldexpo



The International Exhibition Center Moldexpo SA hosted the festival "Moldexpo - Territory of Opportunities", dedicated to Global Exhibitions Day. On June 7, 2017, key partners of the Center took part in the festival: official representatives of the ministries of the Republic of Moldova, industry associations and unions, mass media representatives, exhibitors, colleagues from Romania and the Russian Federation. The formal part of the event had guests discussing the importance of exhibitions for companies and the role of the exhibition industry for the development of the national economy. They also shared their experiences in implementing modern marketing tools and what makes the exhibition industry unique. The festive part of the festival included a picnic, entertainment events, a concert, disco and the launch of a balloon with GED2017 symbols and the slogan of IEC Moldexpo.

Poland

Media Releases *Global Exhibitions Day - 7 June 2017 – one month later ...*, July 2017 (print).
Global Exhibitions Day 2017, Actions taken by Polish Chamber of Exhibition Industry, 1 June 2017 (print).
Polska Izba Przemystu Targowego, Kick-off of the Global Exhibitions Day 2017 campaign in Poland, 25 November 2016 ([online](#)).

Video *Poland Chamber of Exhibition Industry supports #GED17* ([online](#)).

Photo gallery ([online](#)).

PCEI



- During the 8th Winter Convention in November 2016, the Polish Chamber of Exhibitions Industry officially kicked off the GED campaign. The GED logo was placed on commemorative T-shirts of conference participants. The GED T-shirts were also used during the 2nd PCEI Winter Run.
- In December 2016, “Global Exhibitions Day” was among the exam topics for students of the University of Economics in Poznań.
- Between February and May 2017, a GED campaign was included in the national PR campaign organized by PCEI under the title “Exhibitions Offer More”.
- In April 2017, the PCEI Annual General Meeting was partly devoted to GED 2017.
- In June, numerous lectures and presentations on GED were planned with cooperating universities in Poland; the students of Poznań University of Economics together with PCEI prepared a multimedia presentation devoted to GED which was also sent to the other supporting universities.
- Last but not least, PCEI with Extend Vision produced a GED board game named “Targi. Taktyka. Okazja” (Fairs, Tactics and a Chance) ([EW article](#))

Poznan International Fair (www.ged17.mtp.pl/)



Poznan International Fair invited the world to celebrate GED17: everyone was invited to generate a cover with their photo and add hashtag #GED17 to become a star of "Global Exhibitions News"!

Portugal

ExpoTor LLC

Held a small MeetUp event close to FIL Lissabon. They were about 20 persons who are working in the industry as organizers, gov. associations or suppliers.

Romania

Romexpo



Group pictures with 200 employees cheering for Global Exhibitions Day.

Russia

Articles	Expoforum	World day of the exhibitions (online).
	RUEF	#GED17 exceeds all expectations, attracting the world's attention to the exhibition industry, 13 June 2017 (online).
Videos	Expoforum	Congratulations by S. Voronkov on Global Exhibitions Day, 2017 (online).
	RESTEC	Representatives of the professional community congratulate the Global Exhibitions Day in the "ExpoForum" (online).
		GED17 in St. Petersburg (online).

Photo gallery

([online](#)).

RUEF (www.ruef.ru/ged)



- One of the key events that day celebrating GED17 in Russia was a video conference held by the Russian Union of Exhibitions and Fairs (RUEF). Among the participants of the conference, were the heads of the exhibition companies – RUEF members, leaders of the Russian Union of Industrialists and Entrepreneurs, the Global Association of the Exhibition Industry – UFI, and representatives of Russian media.
- The participants of the conference were greeted by the RUEF President and vice-president of ExpoForum International, the executive vice-president of the Russian Union of Industrialists and Entrepreneurs, the UFI managing director, the RUEF vice-president and CEO of Expocentre JSC (Moscow), and the RUEF vice-president and CEO of Nizhegorodskaya Yarmarka JSC (Nizhniy Novgorod).
- Participants of the video conference noted that the Global Exhibitions Day has become a global and effective tool for promoting exhibition industry. The initiative of celebrating GED was topical - showing the role of exhibitions in developing business and economies (30 participants).
- Another event devoted to GED17 was a flash mob organized by RUEF members simultaneously releasing balloons with GED17 logo. Among the participants were ExpoForum-International, RESTEC Exhibition Company, Nizhny Novgorod Fair, Bashkir Exhibition Company, R&C, ITE Expo, Kazanskaya Fair, Belexpocentre, Yugorskiye Kontrakty, Kuzbass fair, Moldexpo, and Privet-Media (50 participants).
- Celebration of GED17 in Russia is not limited to one day only. The traditional RUEF ExpoMotoRace went through Moscow, St. Petersburg, Kaliningrad, Pskov, Nizhny Novgorod, Kazan, Rostov, and Minsk.

- RUEF announced a photo and video contest devoted to GED17, whose winner will be awarded at RUEF General meeting in December 2017.
- RUEF members and the executive office made plenty of posts prior to and on June 7 in Facebook, Twitter, VKontakte, Instagram (among the most active RUEF members were ITE Expo, Crocus International, ExpoForum International, Ural Exhibition Center, Moldexpo). Some RUEF members (ExpoForum International, ITE Expo, Kazanskaya Yarmarka, VDNH, RESTEC Exhibition company, Expo-Volga, Bashkir Exhibition Company) made GED17 videos, added them to companies' websites and shared them on social media.
- RUEF members posted information about GED17 in the industry publications (both printed and electronic), and distributed them among participants and visitors of exhibitions. Among them: Expocentre, ITE Expo, ExpoForum-International, Kuzbass Fair, Bashkir Exhibition Company, Yugorskiye Kontrakty, GreenExpo, Moldexpo, Uzoroch'e, Bizon Exhibition Companies Group, Negus Expo International and others.

Among the specific GED17 events organized by RUEF members were the following:

- Expocentre in Moscow held a photo contest "My Exhibition Day" among the participants of its exhibitions. The winner was chosen by voting on social media and was awarded a professional camera during the special ceremony at one of the exhibitions of Expocentre. "Komsomolskaya Pravda" published an interview with the general director of JSC "Expocenter" Sergey Bednov speaking about the professional holiday of the exhibition industry and the value of exhibitions.
- Moldexpo (Moldova) organized a festival "Moldexpo is the Territory of Opportunities" on June 7. About 350 people took part in the event, among them: key partners of the company, representatives of the ministries of the Republic of Moldova, trade associations, mass media, exhibitors, the exhibition industry professionals. The formal part of the festival included discussions on the important issues the exhibition industry and experience exchange.
- Bashkir Exhibition Company held a series of activities, among them – an event for children, where exhibition industry professionals told the children about exhibitions and the Global Exhibitions Day. The company also organized a GED photo contest among the employees. The winning photo will take part in RUEF photo and video contest.

Serbia

Photo gallery

[\(online\)](#).

Belgrade Fair



Belgrade Fair, Serbia celebrated its 80th anniversary under the slogan "The Place Seen by Whole of The World". The peak of the campaign was on the 7 June when the Analysis of the Economic Impact of Belgrade Fair Activities was released. It was commissioned by the Belgrade Fair and produced by Economics Institute from Belgrade for the first time. Coinciding with the release was a conference with key figures from economic and the political sphere, students from the Belgrade university, and some Faculty of Economics. There were about 100 attendees.

Spain

Articles	<i>AFE</i>	<i>International Fair Day (GED) exceeds expectations, 8 June 2017 (online).</i>
	<i>Conexo</i>	<i>The fairs have a great economic and social repercussion, both local and global, 9 June 2017 (online).</i>
	<i>EIPeriodico</i>	<i>7 de junio, Día Internacional de las Ferias 2017, 6 June 2017 (online).</i>
	<i>EpAragon.es</i>	<i>Fira de Barcelona conmemorará este miércoles el Día Mundial de las Ferias, 6 June 2017 (online).</i>
	<i>EventoPlus.com</i>	<i>Feria de Zaragoza celebra el Global Exhibitions Day, 7 June 2017 (online).</i>
	<i>Expreso</i>	<i>El sector ferial celebra hoy su día, 7 June 2017 (online).</i>
	<i>Feria Zaragoza</i>	<i>Día Internacional de las Ferias, Global Exhibitions Day 2017, 12 June (online).</i>
	<i>Interempresasnet</i>	<i>Feria de Zaragoza celebra el Global Exhibitions Day, 7 June 2017 (online).</i>
	<i>Portalferias.com</i>	<i>7 de junio, Día Internacional de las Ferias o Global Exhibitions Day 2017, 7 June 2017 (online).</i>
	<i>QCom.es</i>	<i>Las ferias españolas incrementan el número de expositores, superficie ocupada y visitantes en 2016, 26 May 2017 (online).</i>
	<i>Radiosintonia</i>	<i>Feria de Zaragoza celebrated the Global Exhibitions Day, 8 June 2017 (online).</i> <i>7 de Junio Día Internacional de las Ferias, 7 June 2017 (online).</i>
Videos	<i>Xabier Basañez, President of Asociación de Ferias Españolas (AFE) (online).</i>	<i>IFEMA tiene ya su estación de Metro Feria de Madrid (online).</i>

Photo gallery

[\(online\)](#).

AFE



AFE organised a meeting of the Communication and Marketing group weeks prior to GED in Madrid.

Their members organised some events:

BEC

BEC celebrated an evening party coinciding with their most important tradeshows and GED.

Fiera de Barcelona

They organised an event with their own staff.

Fiera de Zaragoza



Fiera de Zaragoza organised a meeting with media.

IFEMA



IFEMA- Feria de Madrid and the Government of Comunidad de Madrid announced on 7 June a special initiative to celebrate GED17: the new name of the Metro Station, which connects the airport with the venue and is used by almost three million visitors from 140 countries every year is now known as “Feria de Madrid”!

INFECAR



INFECAR organised an event with their own staff: [\(online\)](#).

Sweden

Article	Nolia	Nolia is with and contributes greater value to the hospitality industry, 7 June 2017 (online) .
Videos	Rikard Skårebo, Production Manager, Stockholmsmässan AB, in English (online) and Swedish (online) .	

Photo gallery [\(online\)](#).

FAIRLINK

FAIRLINK conducted a survey to measure the total tourist-economic impact from trade shows. The result was presented on 7 June and all the largest organisers sent out press releases and pictures sharing the results of the study. Also, Elmia Wood (the largest forestry fair in the world) opened on June 7.

Stockholmsmässan, Svenska Mässan, Kistamässan, Elmia and Nolia



Stockholmsmässan, Svenska Mässan, Kistamässan, Elmia (in Jönköping) and Nolia (in Umeå) united in a joint effort focusing on the value the exhibition industry creates for the whole Swedish hospitality sector.

All posted photos on social media and sent out press releases with the same text, saying that together, they provided the Swedish hospitality business with 9 billion SEK annually. Quite fun, because they are usually competitors and this was the first time they teamed up like this to promote the industry together.

Switzerland

Photo gallery [\(online\)](#).

The Netherlands

Media Release RAI celebrates Global Exhibitions Day with 'Start up your Event' pitch, 7 June 2017 [\(online\)](#).

Videos Joost van de Kamp, Director of Human Resources, Jaarbeurs [\(online\)](#).
Martin Van Nierop, Director of Operations, Amsterdam RAI [\(online\)](#).

Photo gallery [\(online\)](#).

RAI Amsterdam



RAI Amsterdam fully supported #GED17 and took three mayor initiatives:

- All RAI employees celebrated the value of exhibitions and the exhibitions industry by sharing their stories via social media.
- RAI wrote a blog about the value of events for the city, companies, knowledge institutes and start-ups. This blog was shared via the Amsterdam Economic Board innovators community website, as well as RAI's own channels.
- On June 7, RAI Amsterdam launched a global pitch to support new exhibition concepts. With the 'Start up your Event' pitch, the RAI offers exhibition space as well as the knowledge and expertise required for organising events www.rai.nl/startupyourevent.

Turkey

Article The Union of Chambers and Commodity Exchanges of Turkey Hisarcıkıoğlu celebrates World Trade Fair Day, 7 June 2017 [\(online\)](#).

Video Global Exhibitions Day ([online](#)).

TFOA



On the occasion of GED 17, TFOA started a campaign in coordination with UNICEF to build awareness around the need of children friendly cities. Both TFOA and UNICEF believe that children who find the opportunity to live in cities that foster their intellectual growth will become the successful business leaders of the future.

In addition to this campaign TFOA also took various digital initiatives to promote GED17 within the exhibitions industry:

- Announcement on TFOA's and members' websites before and on June 7th
- Prepared GED17 themed mail footer to be used by TFOA and its members
- Built Google display campaign to raise awareness around GED17
- Media release to national papers
- Prepared social media postings to be shared in TFOA's and members' social media accounts.

United Kingdom

Articles	AMI Over three million observe Global Exhibitions Day, 12 June 2017 (online). The Iceberg Fortnightly roundup, 18 June 2017 (online).
Blogs	Antony Reeve-Crook, Globalisation and beyond; the role of international exhibitions, 7 June 2017 (online). Robert Wright, Global Exhibitions Day 2017 (#GED17), 7 June 2017 (online).
Videos	Damion Angus, MD, Angus Montgomery (online). Matt Coyne, Engagement Technology Architect at GES (online). Mykyta Fastovets, CTO, ExpoPlatform (online). Thomas Revell, NGL grant winner, Sustainability Manager, GES (online).

Photo gallery ([online](#)).

Association of Event Organisers



AEO organised 2 events on 7 June, GED17:

- 'Live Events Promotion Meeting' in the morning, with key marketers across the organiser membership: "The group, formerly known as the FaceTime Working Group, exists to create collateral to help users of the event medium to make maximum impact. These include masterclasses, guides, webinars, video, and research. In this meeting they scoped out new research to help move into phase 2 of the critically acclaimed FaceTime project. Furthermore they released some new research on the sector – looking at event advocacy where high influence participants supercharge ROI/ROO and extend the life of an event - snippets were released on social media, tagging GED".
- 'Development Board' meeting in the afternoon: "Talent is our future, and this group was formed to recognise our future leaders who now contribute to the overall AEO Strategy by participating in a variety of working groups, and report directly into the main AEO Council. In addition they have formed their own group looking at technology and innovation both to improve current practices but also to look outside the industry to identify new approaches".

DSA

The DSA team celebrated GED with a spot of 90's throwback. They took their seats out of the boardroom to race one another in building an exhibition stand out of LEGO... Video of the process, which reached approximately 1000 people, is on social media: <https://www.youtube.com/watch?v=5slotpzQFCU&feature=youtu.be>

NEC



The NEC Birmingham developed a series of actions to support Global Exhibitions Day 2017, including:

- Pull up banners in NEC Group reception and in public areas (in Atrium and Piazza) along with green, blue and globe helium balloons to celebrate Global Exhibitions Day.
- Globe stress balls left on welcome desks, in business centres and handed out to visitors in Piazza and Atrium by members of team NEC. Stress balls were also taken to organisers offices for the shows at the NEC on Global Exhibitions Day.
- A Toblerone sign, placed outside out main Piazza entrance with NEC sign, was the location for a team photo.

Showlite

Showlite released their video to celebrate the "unsung heroes in the industry" on the GED YouTube Channel (#showlitehero – video link will be added shortly).

Straco Group



As a specialist recruiter to a sector that brings people together, Straco Group paid homage to some of the exhibition designs done by (some of) the industries most talented people. In no particular order, their top 5 picked by the team are available at <http://www.stracorecruitment.com/celebrating-uk-talent-global-exhibitions-day/>

MIDDLE EAST

Photo gallery [\(online\)](#).

Barhain

Photo gallery [\(online\)](#).

Iran

Articles	Namayeshgah Magazine, February 2017 (print) and May 2017 (print).
Asrenamayeshgah	Global Exhibitions Day exceeds expectations, places global spotlight on the exhibitions and events industry, 8 June 2017 (online) .
	Dr. Andreas Gruchow: "Digitalization brings additional opportunities for trade fairs", 7 June 2017 (online) .
	The International Day of the exhibition industry is a day to raise the awareness and knowledge, 7 June 2017 (online) .
	Three Words, One Simple Question, 6 June 2017 (online) .
	Global Exhibitions Day (#GED17) will be celebrated June 7, 30 May 2017 (online) .
	Iran is going to celebrate Global Exhibitions Day, 1 June (online)

Photo gallery [\(online\)](#).

IEA - IEOA - ESBAT



On the occasion of GED17, three Iranian associations organized a conference and dinner ceremony on 11 June 2017 in Tehran's 5 star Espinas hotel in cooperation with Namayeshgah magazine: IEA (Iran Exhibitions Association), IEOA (Iran Exhibition Organizers Association) and ESBAT (Exhibition Stand Builders Association of Tehran). At this event, the three associations signed a MoU to create a high level group in order to coordinate their efforts in Iran exhibition industry. They had about 400 participants.

Lebanon

Video Diana Salman, HR Strategic Chance Manager, IFP Expo [\(online\)](#).

Oman

Photo gallery [\(online\)](#).

Oman Convention & Exhibition Centre



Oman Convention & Exhibition Centre (OCEC) went ahead with the Iftar and celebrated GED on 7 June with a gathering of around 50 guests from the industry.

United Arab Emirates

Media Release *ADNEC Marks Global Exhibitions Day, 6 June 2017 (print).*

Videos *Wilbert Heijmans, Managing Director, Info Salons Middle East & Turkey, United Arab Emirates [\(online\)](#).
Saif Mohamed Al Midfa, CEO of Expo Centre Sharjah, United Arab Emirates [\(online\)](#).
H.E. Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah, United Arab Emirates [\(online\)](#).*

Photo gallery [\(online\)](#).

Abu Dhabi National Exhibitions Company



ADNEC marked Global Exhibitions Day 2017 on 7 June. As part of the agenda, ADNEC hosted a variety of events to celebrate the contributions of professionals working within the exhibition industry, as well as raise awareness of the significant social and economic value the industry represents through stimulating economic development in Abu Dhabi.

TRANSNATIONAL

Articles	<p><i>EMB Exhibitions News</i></p> <p><i>Exhibition World</i></p> <p><i>Exhibitors</i></p> <p><i>PR Newswire TradeFairs TSNN International</i></p>	<p><i>#HeresWhy Exhibitions Day Q&A: Jack Patronski, 19 June 2017 (online).</i></p> <p><i>EEAA calls on government for GED17 support, 18 May 2017 (online).</i></p> <p><i>Spreading the Word, 8 May 2017 (online).</i></p> <p><i>Exhibition World launches Global Exhibitions Day Awards, 27 April 2017 (online).</i></p> <p><i>#GED17 Showcase: EEAA talks government lobbying, 22 June 2017 (online).</i></p> <p><i>#GED17 Showcase: Fiera Milano's alumni at work, 20 June 2017 (online).</i></p> <p><i>Ask why, not how on #GED17, 12 June 2017 (online).</i></p> <p><i>Happy Global Exhibitions Day! 9 June 2017 (online).</i></p> <p><i>Global Exhibitions Day exceeds expectations, 8 June 2017 (online).</i></p> <p><i>#GED17 gallery: part two, 7 June 2017 (online).</i></p> <p><i>#GED17 gallery: part one, 7 June 2017 (online).</i></p> <p><i>RAI celebrates Global Exhibitions Day with 'Start up your Event' pitch, 7 June 2017 (online).</i></p> <p><i>#GED17 Showcase: AAXO's 'Serving the industry' training day, 6 June 2017 (online).</i></p> <p><i>#GED17 Showcase: Freeman's Insights Paper, 5 June 2017 (online).</i></p> <p><i>Global Exhibitions Day is just a week away, 30 May 2017 (online).</i></p> <p><i>#GED17 Showcase: EEAA rallies government, launches video, 26 May 2017 (online).</i></p> <p><i>#GED17 Showcase: Extend Vision creates GED board game, 25 May 2017 (online).</i></p> <p><i>#GED17 Showcase: Ungerboeck's "International digital Marathon", 23 May 2017 (online).</i></p> <p><i>EW launches Global Exhibitions Day Awards, 21 April 2017 (online).</i></p> <p><i>Industry reveals #GED17 plans, 9 April 2017 (online).</i></p> <p><i>UFI prepares for Global Exhibitions Day, 7 February 2017 (online).</i></p> <p><i>Australia First Country to Kick Off Global Exhibitions Day #GED17, 8 June 2017 (online).</i></p> <p><i>Global Exhibitions Day is June 7, Activities Scheduled in 45 Countries, 6 June 2017 (online).</i></p> <p><i>Global Exhibitions Day is June 7, Activities Scheduled in 45 Countries, 1 June 2017 (online).</i></p> <p><i>Grupo Radar & TV se prepara para o Global Exhibitions Day #GED17, 26 May 2017 (online).</i></p> <p><i>Global Exhibitions Day 2017, 2 May 2017 (print).</i></p> <p><i>Record-breaking 112 Trade Show Professionals Take Part in #ExhibitionsDay on Capitol Hill, 10 June 2017 (online).</i></p> <p><i>Global Exhibitions Day (#GED17) will celebrate June 7, 29 May 2017 (online).</i></p>
Blogs	<p><i>Marcello Baranowsky GES Blog</i></p> <p><i>Danna Schwerdt</i></p>	<p><i>Comemore o Global Exhibitions Day (#GED17) na 15a Feira EBS, 28 April 2017 (online).</i></p> <p><i>Julia Smith, Taking Action on Exhibitions Day (online).</i></p> <p><i>Matt Coyne, Around the World with Global Exhibitions Day 2017 (online).</i></p> <p><i>Jason Popp, Global Exhibitions Day – Making an Impact (online).</i></p> <p><i>Global Exhibitions Day: Join the Digital Marathon! 2 June 2017 (online).</i></p>
Videos	<p><i>Adam Charles, SVP Managing Director, Freeman XP Asia Pacific (online).</i></p> <p><i>EMEA Events Operations and Services Group Director, UBM (online).</i></p> <p><i>Fred Lazzarini, Managing Director, Asia-Pacific Ungerboeck Software International (online).</i></p>	

Freeman



Freeman asked employees to help demonstrate how to celebrate this day of industry advocacy by having them participate in social media photo campaign. The campaign highlighted their teams in action playing a vital role delivering real value to clients, businesses, and local economies every day. The campaign invited employees to snap a photo of their team making a difference in the industry and share it on Twitter or Instagram using the hashtags #ExhibitionsDay and #GED17. They plan to build an image wall of booths from all over the world.

IELA



The International Exhibition Logistics Association (IELA) launched a “country” countdown on social media with the aim to reach 60 countries, including members in eight new destinations.

Info Salons Group – Australia, China, Hong Kong, Middle East



Info Salons demonstrated how exciting the exhibition industry is by having all the teams in different offices globally participate in a social media photo campaign. The campaign highlighted how much individual team members “Love Their Jobs” with a quote on what drives their interest in the industry. The campaign aimed at encouraging new job seekers to consider the exhibition industry as their career. The campaign was then shared on Twitter and Facebook using the hashtags #ExhibitionsWork and #GED17

Ungerboeck Software



Ungerboeck staff set up a digital marathon across all time zones on June 7! Ungerboeck staff from all offices around the globe digitally “handed 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 were shared on Twitter ([#RUNgerboeck](#)), LinkedIn and Facebook during the month of May. Examples:

<https://www.youtube.com/watch?v=w0BQAreNysc&index=16&list=PL7HS4w2b1TWuo8QJBa-OkvLTeVmlHjgh1>

<https://www.youtube.com/watch?v=r2jdCQsX2Jc&index=14&list=PL7HS4w2b1TWuo8QJBa-OkvLTeVmlHjgh1>

<https://www.youtube.com/watch?v=hW4AuwPbE-I&index=9&list=PL7HS4w2b1TWuo8QJBa-OkvLTeVmlHjgh1>

Exhibition World - <http://www.exhibitionworld.co.uk/2017/04/21/ew-launches-global-exhibitions-day-awards/>

Global Exhibitions Day Awards 2017



Exhibition World launched the inaugural Global Exhibitions Day Awards, celebrating the diverse creative initiatives occurring globally around 7 June. A panel from EW and UFI is judging the Global Exhibitions Day Awards. Categories include:

- *Most Creative Activity: endorsing the most quirky, fun and challenging entry*
- *Highest Profile Online Activity: recognising the most ambitious online marketing initiative*
- *Biggest Scale Physical Activity: awarding the most impressive offline activity*
- *Industry Impact Award: recognising the initiative that has the most positive impact supporting exhibitions as an industry*

Winners will receive coverage of their activity in an upcoming edition of EW, as well as a trophy.

As part of our celebration of the industry's passion and creative vision, EW published a series of blogs and features online in the run-up to the big day.

UFI – The Global Association of the Exhibition Industry- www.ufi.org/ged

Articles	M+A UFI News	<p>Awareness Campaign at Capitol Hill, 14 June 2017 (online).</p> <p>Networking in Latin America, 14 June 2017 (online).</p> <p>Sporty Celebration in Hong Kong, 14 June 2017 (online).</p> <p>Raising attention with a good cause, 14 June 2017 (online).</p> <p>Scouting initiative, 14 June 2017 (online).</p> <p>Paris mobilises the industry, 14 June 2017 (online).</p> <p>Learning and fun in SA, 14 June 2017 (online).</p> <p>Coordinating association for Iran, 14 June 2017 (online).</p> <p>Joint celebration, 14 June 2017 (online).</p> <p>Culture tour in Macau, 14 June 2017 (online).</p> <p>Full force for exhibitions, 14 June 2017 (online).</p> <p>Bringing people together digitally, 14 June 2017 (online).</p> <p>One week to go until Global Exhibitions Day, 31 May 2017 (online).</p> <p>Organiser and exhibitor training on #GED17, 29 May 2017 (online).</p> <p>The innovative power of tradeshows, 15 May 2017 (online).</p> <p>Counting down to #GED17, 9 May 2017 (online).</p> <p>UFI Info, June 2017 (online).</p> <p>UFI Info, May 2017 (online).</p> <p>UFI Info, April 2017 (online).</p> <p>UFI Info, March 2017 (online).</p> <p>UFI Info, Feb 2017 (online).</p>
Blogs		<p>Kai Hattendorf, Happy Global Exhibitions Day, Exhibition World, Issue 3/2017 (print).</p> <p>Global Exhibitions Day exceeds expectations, places global spotlight on the exhibitions and events industry, 8 June 2017 (online).</p> <p>Getting ready to create an impact, 2 May 2017 (online).</p> <p>Angela Herberholz, Global Exhibitions day marks the exhibition industry, 28 April 2017 (online).</p>
Videos		<p>Dr. Andreas Gruchow, UFI President and Member of the Managing Board Deutsche Messe AG, Hannover (online).</p> <p>UFI Headquarters wishes everyone a wonderful #GED17 (online).</p>

UFI, with over 700 members in 85 countries, brings together those who build, maintain, and support the world's marketplaces: trade show organizers, venue owners and operators, service providers, and national as well as international associations of our industry. UFI was in the driver's seat for GED17 and:



- Created the GED Toolkit in conjunction with GED partner associations, including all kinds of materials designed to show the strength of the global exhibition industry
- Launched a #GEDQuiz on social media where global and local exhibition industry facts were shared
- Produced multiple videos and written quotes from industry professionals about the opportunities the exhibition industry has to offer.
- Encouraged all UFI member countries and beyond to take part in GED17
- Promoted GED and its key messages on all UFI events held in 2017, and encouraged all UFI members to participate in their own events.
- Connected national associations with professionals who wanted to participate in GED activities in specific geographical regions
- Raise awareness about the exhibition industry in over 77 countries and regions
- Drove and engaged in massive social media traffic on Facebook, Twitter, LinkedIn, WeChat and YouTube.



UFI celebrated GED on 7 June with a lunch in the office shared with all staff present at the Paris headquarters. The lunch ended with a special "GED chocolate cake"!

3. GED17 toolkit and GED17 partners

UFI and the **41 GED17 partner associations** listed below developed the GED Toolkit described in the following pages.

GLOBAL	AMERICAS	ASIA & PACIFIC	EUROPE	MIDDLE EAST & AFRICA
<i>UFI</i>	<i>USA: IAEE + SISO</i> <i>Canada: CAEM</i>	<i>Asia: AFECA</i> <i>Australasia: EEAA</i>	<i>Europe: EMECA</i> <i>EU: EEIA</i>	<i>Lebanon: LECA</i> <i>South Africa: AAXO +EXSA</i>
<i>IELA</i>	<i>Central & South America: AFIDA</i>	<i>China: SCEIA</i>	<i>Central Europe: CEFA + CENTREX</i>	
<i>IFES</i>	<i>Argentina: AOCA</i> <i>Brazil: UBRAFE</i> <i>Mexico: AMPROFEC</i>	<i>Hong-Kong: HKECIA</i> <i>India: IEIA</i> <i>Indonesia: IECA</i> <i>Macao: MFTA</i> <i>Malaysia: MACEOS</i> <i>Singapore: SACEOS/SECB</i> <i>Taiwan: TECA</i> <i>Thailand: TEA</i>	<i>France: UNIMEV</i> <i>Germany: AUMA/FAMAB/IDFA</i> <i>Italy: AEFI + CFI</i> <i>Poland: PCEI</i> <i>Russia: RUEF</i> <i>Spain: AFE</i> <i>Sweden: FAIRLINK</i> <i>Turkey: TFOA</i> <i>UK: AEO</i> <i>Ukraine: EFU</i>	

41 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 (Central Europe)
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)
IDFA:	Association of German Trade Fair Organisers and Exhibition Venues (Germany)
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 (Lebanon)
MACEOS:	The Malaysian Association of Convention and Exhibition Organisers and Suppliers
MFTA:	Macau Fair & Trade Association
PCEI:	Polish Chamber of Exhibition Industry (Poland)
RUEF:	Russian Union of Exhibitions and Fairs
SACEOS:	Singapore Association of Convention & Exhibition Organisers & Suppliers
SCEIA:	Shanghai Convention and Exhibition Industries Association (China)
SECB:	The Singapore Exhibition & Convention Bureau
SISO:	Society of Independent Show Organizers (USA)
TECA:	Taiwan Exhibition and Convention Association
TEA:	Thai Exhibition Association (Thailand)
TFOA:	Turkish Fair Organizers Association (Turkey)
UBRAFE:	União Brasileira dos Promotores Feiras (Brazil)
UNIMEV:	Union Française des Métiers de l'Événement (France)

GED toolkit: overview

		Public at www.ubi.org/ged	For GED partners under DropBox
GED 16	3 infographics to highlight the outcome of GED 16	✓	✓
Flyer	Document to explain what GED is (GED partner logo may be added)	✓	
Media release	GED17 launch	✓	
Ideas Factory	List of different ideas of ways to implement Global Exhibitions Day	✓	
GED contacts	List with, for each GED partner, who should be contacted for more information + the social media IDs (Twitter, LinkedIn, Facebook) + the GED partner public GED page if it exists	✓	
GED actions	Document which lists, by country, the main actions identified by or communicated to UFI	✓	
Logos and other visuals	Plain logo, Logo square for social media profile, Logo with Date, Logo with Hashtag, Logo Proud Supporter of GED, Logo GED Event supported, Web banner, countdown, fun videos		✓
Guides	Twitter, LinkedIn, Facebook, YouTube, WeChat and filming		✓
Facts and stats / Key messages	Document with internationally relevant facts and stats sheet about the exhibition industry + Infographics + Translation in short messages for social media		✓
Industry quiz	Quiz to be run online by UFI from March and until GED17		✓
Survey	Launched after GED17 by UFI and GED partners interested	✓	

The following pages show several of these documents. They are followed by the specific insight developed around “Working in the Exhibition Industry”.

GED16 review, GED17 flyer

GLOBAL EXHIBITIONS DAY 2016

MADE HISTORY

WHAT HAPPENED FOR GED 2016?

<p>WHO 1000+</p>	<p>Exhibition industry professionals celebrated GED 2016</p>	<p>PARTNERS 34</p>	<p>Global Exhibitions Day Partner Associations</p>
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WHERE
60

Countries from all over the world took part to celebrate the first ever Global Exhibitions Day



WHY

To celebrate and promote the exhibition industry highlighting the contributions made to local and national economies and demonstrate the importance of exhibitions in face-to-face marketing.

<p>31,000+ exhibitions a year.</p>	<p>Exhibitions attract over 260 million visitors a year worldwide.</p>
<p>Exhibitions deliver a high ROI. On average, for every 1€/USD spent to exhibit, they get 2€/USD return at the show and 8€/USD return after the event.</p>	<p>Local economic impact. Visitors and exhibitors spend around 109 billion USD or 98 billion € each year on exhibitions.</p>
<p>50% of the total spent on exhibitions directly benefit the exhibition industry.</p>	<p>Exhibitions reduce the need to travel by bringing clients, prospects and suppliers together at the same time.</p>



GLOBAL EXHIBITIONS DAY 7 JUNE 2017

<http://www.ufi.org/ged> | Email: ged@ufi.org | Twitter: @GED_2017
 #GED16 | LinkedIn: [global-exhibitions-day](https://www.linkedin.com/company/global-exhibitions-day) | Facebook: [global-exhibitions-day](https://www.facebook.com/global-exhibitions-day) | YouTube: <http://www.ufi.tv>



GLOBAL EXHIBITIONS DAY 7 JUNE 2017

THE EXHIBITION INDUSTRY UNITED: THINK GLOBAL – ACT LOCAL

GET INVOLVED!

Global Exhibitions Day 2017 is an invitation for everyone to celebrate the outstanding value of our industry and to share that with one single and cohesive voice. Global Exhibitions Day is not a single event, but a combination of all our efforts together.



Everyone in the exhibition industry can make a difference, by getting involved and taking part, whether as an individual, a company or an association. Anything you do will contribute to the greater impact of #GED17, and will help us all promote our exhibition industry globally. Join the global exhibition community.

WHAT CAN YOU DO TO SUPPORT #GED17?

<ul style="list-style-type: none"> ■ Get in touch with your local GED partner associations* ■ Integrate the #GED17 logo to your email signature ■ Film a 'highlights' video from behind the scenes in your company ■ Partner with regional events to promote #GED17 ■ Add the #GED17 logo to your printed & online materials (brochures, flyers, badges, banners, website etc.) 	<ul style="list-style-type: none"> ■ Share quotes / interviews from your staff and clients on their highlights of working within the exhibition industry. Eg. what was their best exhibition experience or the most significant moment in their career ■ Share your #GED17 activities with your local trade publications ■ Plan an event on 7 June 2017 and share your activities through social media and with UFI.
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For more ideas visit www.ufi.org/ged and take a look at the "ideas factory".

*List of GED partners can be found at www.ufi.org/ged

Logos and other visuals



GED 17 key messages

EXHIBITIONS The World in One Place

Exhibitions bring an industry's products and innovations together under the same roof.

Thanks to the participation in exhibitions, companies of any size gain access to the international offers of their sector.

4.4 million companies exhibit each year	Each year, there are over 31,000 exhibitions around the world
Exhibitions support the development of trade and are an instrument of internationalization	There are more than 1,200 exhibition venues with a minimum of 5,000 sqm of indoor exhibition space around the world
Exhibitions reduce multiple travel	When 3 suppliers meet 4 clients at an exhibition, they made 7 journeys; without the exhibition, they would need 12



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Exhibitions: The Power of FACE-TO-FACE

Exhibitions are an instrument of face-to-face marketing. By bringing an industry together, with clients, prospects and influencers, to a particular place at a specified time frame, exhibitions generate a high number of leads and contracts.

260 million VISITORS	Exhibitions bring a large number of potential customers, clients and influencers to one place at the same time. Each year 260 million people attend exhibitions.
4.4 million EXHIBITORS	Face-to-face contact builds trust and relationships between business partners, clients and competitors, that's why 4.4 million companies exhibit each year.
80% BUSINESS	80% agree that a person spends more money with companies that they have met face to face.
ROI 1=2=8	Whether a large corporate or a SME, exhibitions deliver important face-to-face with potential customers and a high ROI. For every 1€ / 1\$ spent or invested by a company to exhibit, they can expect to see 2€ / 2\$ at the event and a return of 8€ / 8\$ after the show.
KNOWLEDGE	Exhibitions facilitate the exchange of knowledge between exhibitors, visitors, influencers and thought leaders in an industry.



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EXHIBITIONS SPARK INNOVATION AND COMPETITION

By offering a condensed overview of research, development, trends and innovations, exhibitions have the power to stimulate competition within a market. Exhibitions are platforms for discussion and learning.

EXHIBITORS FACILITATE THE EXCHANGE OF KNOWLEDGE AND COLLABORATION, WHICH LEADS TO CREATING IDEAS AND PROBLEMS, WHICH IN CONSEQUENCE IMPROVE THE QUALITY OF TECHNOLOGY IN A PARTICULAR SECTOR.

31,000 COMPETITION IN THE MARKET FOR 42 NEW PRODUCTS

4.4 MILLION COMPANIES EXHIBIT ANNUALLY

260 million people visit exhibitions each year as visitors treat exhibitions as learning expeditions, attending trade shows to evaluate their strategies and keep up with technological and market developments. They look for ideas and inspiration. Exhibitors share their knowledge and expertise at trade shows, compare their products and services and use that insight to further their own businesses.



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THE BENEFITS OF EXHIBITIONS Social and Economic development

Exhibitions are the instrument of marketing of goods and services. Exhibitions create maximum opportunities to reach a particular sector or industry in one place, in a specific time frame, gathering many people in one place, and generating a high number of leads and contracts.

Contributing to the economic and social developments of the industries served by the exhibition, each trade show creates vital benefits globally.

GLOBAL STATS

- 1. Visitors and exhibition spend approximately 98 BILLION € / 909 billion USD every year on exhibitions.
- 2. Around 50% benefit the exhibition industry and 50% benefits tourism related activities.

4.4 MILLION Exhibitors per year	31,000 Exhibitors annually	260 MILLION Number of visitors per year
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SOCIAL BENEFITS

There are 800 thousand full-time equivalent jobs in the exhibition industry.

Exhibitions bring with them the creation of new jobs and opportunities not only within the exhibition industry but within the region that they represent, such as hospitality, tourism, transport.

ROI of 2 at the show and 8 after the event.

Exhibitions generate a high return of investment for those who participate.

For each 1€ / 1\$ spent or invested by a company to exhibit leads to a return of 2€ / 2\$ during the exhibition itself and a return of 8€ / 8\$ if we include the contact follow-up after the exhibition.



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EXHIBITIONS A STRONG ECONOMIC IMPACT ON TERRITORIES

VISITORS AND EXHIBITORS SPEND APPROX. 98 BILLION € (109 BILLION \$) EVERY YEAR ON EXHIBITIONS.

50% Benefits the exhibition industry	50% Benefits tourism related activities
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Rental and related services
Booth and services
Marketing, sales, staff
Ticketing, parking at venue etc.

680,000 FTE (full-time equivalent) people work in the exhibition industry globally.

Exhibitions attract global expertise.

Exhibitions bring education and professional development to the local community, creating jobs, attract talents and retain work forces.

Exhibitions generate significant social and economic benefits. Exhibitions support the growth of productivity, create new workplaces and boost economic and infrastructure development at both a regional and country level.

The exhibition industry generates 1.8 million (FTE) jobs and tax incomes.



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WORKING IN THE EXHIBITION INDUSTRY

The exhibition industry is a dynamic landscape. It is an industry that draws all other industries together, providing the opportunity to showcase products, services and companies to a wider audience. Below are some of the career paths waiting for you in the exhibition industry.

ORGANISERS

Organisers are the creators. They develop the exhibition for a specific market, choose the venue, partner up with service providers, market the exhibition & visitors and run the show from start to finish.

The project team is responsible to deliver successful exhibitions.



VENUES

Venues are the home of exhibitions. From large multi-hall exhibition centres, to small single-space event, exhibition venues around the world vary hugely in size, style and shape. The right venue, in the right location with the right venue team is integral to having a successful exhibition. There are also venues that run their own exhibitions.



SUPPLIERS

Service providers are the delivery experts. Anything that is needed to create an exhibition before one didn't exist before. Depending on their structure, organisers & venues may decide to seek support from booth constructors, digital specialists, catering services and more.



ASSOCIATIONS

Associations are knowledge and industry relationships. Associations are essential to ensure that organisers, venues and suppliers are kept up-to-date with the developments around the exhibition industry and trends. Associations may also advise on legislative, renowned quality standards, provide networking platforms and educative opportunities.




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#GED17: Working in the exhibition industry

The exhibition industry offers a fantastic working environment but we realized that this is common knowledge. In order to change that perception, we looked at who makes up the exhibition industry and decided to promote various career paths throughout GED17.

MARKETING

Are you interested in brand creation and management? International communication? Fast changing industry? Writing? Social Media? Advertising? Market understanding and research? Then you should consider a marketing position in the exhibition industry.

Here are some examples:

ORGANISERS

Creators and producers of exhibitions, running the event from start to finish.

The marketing team is responsible for making sure potential exhibitors, visitors, media and sponsors are aware of the trade show.



VENUES

The home of exhibitions. The right venue, in the right location with the right venue team, is integral to hosting a successful exhibition.

The marketing team promotes the venue to organisers.

SUPPLIERS

Service providers help bring an exhibition to life. A vast array of suppliers and services are needed for every exhibition.

The marketing team ensures that the players of the industry are aware of their services.



ASSOCIATIONS

Knowledge and industry relationships, associations ensure that the exhibition community is kept up-to-date with current trends and has access to best practice examples.

The marketing team ensures that the exhibition community is aware of the benefits and services they have to offer.



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SALES

Growing the Exhibition Industry

Are you interested in new business opportunities? Developing a product? Connecting with people? Understanding the dynamics of a market? Developing relationships? Then sales is a career path for you!

These are examples of sales roles in the exhibition industry.

ORGANISERS

Creators and producers of exhibitions, running the event from start to finish.

The sales team is responsible for identifying and contacting potential exhibitors, visitors and sponsors, creating lasting relationships and selling the show.



VENUES

The home of exhibitions. The right venue, in the right location with the right venue team, is integral to hosting a successful exhibition.

The sales team sells the venue's location, facilities and space to the exhibition organisers.



SUPPLIERS

The delivery experts, suppliers help bring an exhibition to life. A vast array of suppliers and services are needed for every exhibition.

Suppliers sales team identifies leads and sells the products and services provided by suppliers to organisers, exhibitors and venues.



ASSOCIATIONS

Knowledge and industry relationships, associations ensure that the exhibition community is kept up-to-date with current trends and has access to best practice examples.

The sales team is responsible to recruit new members, sponsors and partners and drive revenue for research, education and events.



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OPERATIONS

Organising Exhibitions

Are you adaptable? Quick thinking? Have strong communication skills? Enjoy planning and project management? Have great people skills? Are you organised?

Then a career in operations is the right fit for you!

Here are some ideas to consider:

ORGANISERS

Creators and producers of exhibitions, running the event from start to finish.

The operations team takes care of all logistical aspects that are essential to run a successful exhibition.



VENUES

Venues are the home of exhibitions. The right venue, in the right location with the right venue team, is integral to hosting a successful exhibition.

Venue operations teams work with the organiser to make sure that the venue is delivering the event and ensuring health and safety standards.

SUPPLIERS

Service providers are delivery experts. They help bring an exhibition to life. A vast array of suppliers and services are needed for every exhibition.

The operations team is the one working on the exhibition floor to ensure the products and services they offer fulfill their purpose. They help create the exhibition environment.



ASSOCIATIONS

Knowledge and industry relationships, associations ensure that the exhibition community is kept up-to-date with current trends and has access to best practice examples.

The operations team delivers events and runs the day-to-day tasks of an association.



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BEHIND-THE-SCENES

Vital for the success of the exhibition industry! The jobs below are some examples from different departments that are integral to any company.

DIGITAL SOLUTIONS

The exhibition industry relies on IT solutions. Whether sales, marketing or operations for a venue, supplier, association or organiser, IT support is vital to any exhibition today.



ACCOUNTS AND FINANCE

For every company within the exhibition industry, whether an organiser, supplier, venue or association, a great financial team issues invoices, tracks expenses and ensures a company is profitable.



HR

The exhibition industry is about people. Human Resources plan, direct and coordinate the administrative functions of a company. They oversee staffing, talent management and serve as a link between an organisation's management and its employees.

BUSINESS PLANNING AND STRATEGY

Senior roles plan how a business grows focusing, oversee market developments, identify opportunities, mergers and acquisitions.



OFFICE MANAGEMENT, ASSISTANTS AND ADMIN

Integral to a company, office managers, assistants and administrators create a good work environment and support the other teams.

They make sure the office runs smoothly and support the customer facing functions.



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#GED17: Quotes from within the exhibition industry

Dr Rowena Arzt, Director Exhibitions, WZF GmbH (Germany)



"Having worked for more than 15 years in different fields of the trade fair business, my passion for people, pets and trade shows took me to work with WZF GmbH as Exhibitions Director. WZF organizes Interzoo, the world leading trade fair for the pet supplies sector. With 70% of our visitors and 80% of our exhibitors coming from abroad, Interzoo is a highly international b-2-b-fair. The strategic development of this show and the creation of additional new concepts for the industry compose the core of my work. This involves market research, business development, industry knowledge, creative techniques and teamwork with colleagues and partners. It is great mix of tasks and topics in a fantastic working environment. Working in the exhibition industry means: working on projects. The development of ideas and putting them into practice to satisfy customer needs is what I love most about my profession. Our office dog Socke is supporting all of us at WZF to think about the essentials of the pet industry and our customers' needs on a daily basis. The exhibition industry is a great multifaceted career field where you never stop learning. I only can recommend it."

Arian Correa, Digital Marketing Coordinator, E.J. Krause (Mexico)



"I must emphasize that the contact with the people attending the different shows is an incredible experience, to know their doubts and opinions, as well as to be able to help them. I love customer service."

Michael Duck, Executive Vice President, UBM Asia Ltd (Hong Kong)



"The exhibition industry has to be one of the most exciting industries to be involved in! What a career you can make out of this business where you help and assist mainly growing SME businesses enter new markets and showcase their dreams and expertise. Where else can you play such an important part in helping businesses, communities and people aspire to be successful in what they do in their daily lives. Where else can you 'feel the temperature' of what is happening in a business, trends, developments, inventions, designs and importantly what is happening before people notice it in countries and regions. The electricity of walking on a show floor at the start of a show is unbelievable...and you notice that people are energised with expectation...what a wonderful industry to be involved in!"

Holger Feist, Chief Strategy Officer (CSO), Messe München GmbH (Germany)



"I love working in the exhibition industry. In the vibe that surrounds our trade shows and conferences, one thing always strikes me: The passion to connect, which is at the heart of our everyday work. Bringing together people to exchange ideas, explore opportunities, and benefit from one another simply is a good cause, and it provides a strong sense of purpose. Add a truly international environment and the chance to experience the innovation frontier in various sectors, at each and every event – and it easy to see why this growing industry is highly attractive. As a strategy guy, I help to understand markets, monitor performance, and further develop our business. Digitalization is one of my favourite topics. I'm all in."

Lena Glauner, Manager Corporate Development at Koelnmesse, GmbH in Cologne (Germany)



"The exhibition industry is one of the most diversified industries. On the one hand there is a focus on being connected with people through a lot of different communication channels to reach many different target groups. On the other hand it is so exciting due to the fact that the exhibition business industry brings together all other industries and in parallel is itself conducted by big influencers like politics as well as the world economy. In a time where "time" is one of the most expensive goods and where people can seek and absorb information on a different level, this industry is one of the most dynamic ones you could have as workplace!"

Silke Hoersch, Director of Marketing, Ungerboeck EMEA (Germany)



"It is my job to make sure that all the players in the market are aware of the IT solutions that Ungerboeck provides and to educate the market on how we support the event and exhibition industry in the era of digital transformation. Not only are digitization and innovative technologies changing our lives and mind-sets, but they are also becoming more and more relevant to the exhibition industry. I have been working in this industry for more than 15 years. It is a great industry to work in. I love the international environment, the idea of bringing people together and the continuous change that we are facing which makes my work exciting and challenging every day. For many years, we have been saying that face-to-face events will never be replaced. However, technology and digitization are advancing fast: There is a new generation taking over leadership roles and the industry needs to experiment with new ideas and approaches, for example by designing innovative event formats that combine face-to-face with virtual. I support Global Exhibitions Day as this is a great initiative demonstrating the value and opportunities of the industry we work in. And there's even more to it: It brings the industry closer together."

Kathryn James, MD - Conventions and Exhibitions, NEC (UK)



"The variety & diversity of exhibitions - there really is something for everyone. It's a great sector to be part of - each day brings something new to challenge & delight you. Why are Exhibitions important? Exhibitions are a key part of the marketing mix & companies should not ignore them if they want to be truly successful. The exhibitions & events industry is also a major contributor to the UK economy - helping to showcase all of the nation's talents to the world."

Karla Juegel, CEO & Founder of Messe Marketing (Germany)



"The Exhibition Industry has a lot of different jobs to offer. Make up your mind - and select your favourite job according to your personal temperament. If you like to be a specialist and to go deep into a certain market or topic you might be happy working for an exhibition organiser, who's task it is to create a perfect platform for any kind of industry or topic as a perfect service-partner. Completely different is your daily routine working for a fair construction company or event-agency: where you serve different customers coming from different industries and the challenge is to know enough about these numerous fields to find the perfect solution for each of them. My favourite job is the exhibitor side. During my time with Mercedes and Airbus I was responsible for the entire trade fair activities worldwide fulfilling marketing and sales targets and enhancing the brand on international platforms, getting in contact with every organiser of Automobile or Air-Shows around the globe, hiring the best architects and finding solutions with the most creative service providers. The list of which is too long to mention but everyone has a different mind-set and there is always a narrow timeline to create a temporary and fascinating environment which lasts for 5 days or more to inspire visitors, customers and even competitors. If you like the diversity, like the pressure and like to solve the same problems again and again in different countries with different partners - although it is never the same - then this is your job. And what we all have in common is: we are all infected by the exhibition virus."

Raghav Khosla, Founder & Publisher, Exhibition Showcase (India)



"I have been in the Exhibition Industry for not too long as many of my colleagues and industry mates. With whatever little I have been able to grasp, I can say that this industry is truly enriching and fascinating. I am learning every day since I started and I hope to keep learning with every new interaction, in this ever evolving industry. This is truly a very dynamic industry and one just needs to keep doing new and better things to make progress here; being static cannot work here and that is what I love most about this industry! In my very fulfilling role of heading the Exhibition Showcase media house, I have always believed in the philosophy of being very –FLUID. Exhibition Showcase as a media platform, brings to you news and updates about the Indian and Global exhibition industry. We are constantly evolving & reaching out to our subscribers also through – Facebook, Twitter, WhatsApp, YouTube, Website, Email Newsletters, so that there are multi-dimensional, quick and effective patterns to information and updates. And finally, in our agenda, to promote the Indian Exhibition Industry, exhibition Showcase introduced the Exhibition excellence Awards –Asia's one and only initiative of its kind. The first two editions of the EEA were very successful and the third one will be in March 2018. The unique EEA trophy has four faces to it depicting all facets of the Exhibition Ecosystem namely – Organizer, service Provider, Visitor, Exhibitor. Through Global Exhibitions Day initiative, the whole world seems one big family, separated by distance but united by spirit!! Thank you for such a thoughtful initiative and now its upto the world-over fraternity to step up and come together to make its voice heard! I support Global Exhibitions Day!"

Melina Paeper, Team Leader Business Development Hamburg Messe und Congress GmbH (Germany)



"I love working in the exhibition industry. Here's why: First, because of the extraordinary variety of sectors that are catered for. Maritime industry, hospitality and real estate – those are only a few of the industries that I work for, and with, in my job at Hamburg Messe. Which other job would give me this opportunity? Second, I am excited that exhibitions provide a glimpse into the products of the future. Exhibitions are always a step ahead; here, innovations and trends become apparent long before they feed through to the wider market. Finally, there is the power of face-to-face. It still is, in my opinion, the most reliable basis for establishing a trustful business relationship. Even though the world is striving for increased digitalisation, personal contacts have been, are and will remain, irreplaceable. The exhibition industry combines these three aspects, which keep inspiring and motivating me."

Carole Putallaz, Marketing & Communication Manager, Konduko SA (Switzerland)



"When I first join the exhibition industry 7 years ago, somebody told me "Once you're on that rollercoaster, it's pretty hard to get off". It turned out to be true. Why? There is of course the diversity of jobs the industry offer, the excitement of working around tight deadlines and see an event come to life as planned. But there is something more... In a world driven by technology, meaningful and valuable dialogue between people has started to disappear. The Exhibition Industry brings back face to face communication as a way to build genuine relationship. Trust cannot be built by digital and social media alone. Let's sit down, talk, and shake hands. Let's meet, learn and get inspired together. And there is nothing more rewarding than working in an industry that uses technology to physically bring all of us closer instead of not drive us apart."

Bettina Rosenbach, Manager Further Education and Training, AUMA e.V. (Germany)



"The exhibition has just been opened by the Federal Chancellor with a big ceremony. The politicians, journalists and other important delegates are on their way to visit a selected stand. And you are desperately looking for a technician to fix the electricity of that stand which is lying in total darkness while the delegation is approaching. Working in the exhibition industry means combining marketing, sales, conception, project management, and basic technical knowledge; and hopefully multi-tasking is your middle name. It also helps if you are at your best under huge pressure and never lose your exceptional organizational skills and your diplomatic manners. You have to work when others party, often long nights, not to speak of the weekends. The working process is always the same: concept, planning, realization, follow-up work. But the great thing about working in the exhibition industry is that not one event is like the other. Your level of stress will constantly rise throughout the process and reach its peak during the show. After the event is over you will be tired and drained, but above all proud and happy that everything went smooth and worked out well not least because of you. And then it starts all over again."

This job does not score high because of its relaxing work days but because of its diversity. Once infected, you will not be able to get away from it.”

Diana Salman, NGL grant winner 2017, HR Strategic Change Manager, IFP Group (Lebanon)



“I see the exhibition industry as a modern version of what the people from Lebanon have been doing for many thousands of years, and like most Lebanese people, I have a passion for connecting with people.”

Oliver Schmitt, CEO, agendum Schmitt & Jaehnke Partners at Neukirch (Germany)



“To me the, probably, most fascinating aspect of exhibitions is: Serendipity. There's always something exciting and surprising about exhibitions; in a good sense, of course. Where else would you, at the same time, make new business contacts from all over the world, present or experience innovations, expand your knowledge, and discover options you didn't even know they'd exist? Trade shows let you experience entire markets live. Other marketing channels bemoan wastage. Exhibitions, beyond their above mentioned assets, always produce that extra benefit casually. That's why I love serving the exhibition industry. That's why we claim to be 'passionate about trade shows'.”

Farokh Shahabi Nezhad, NGL grant winner 2016, Managing Director at idearun, Co-founder at Eventbox (Iran)



“Exhibition industry belongs to true pioneers. To thrive in it, you shouldn't only be a hard worker, but a true visionary. We don't think about now here, we always look on what's next. We live in the future before anybody else in any industry. Because here, in the exhibition industry, today is already late. In here, Tomorrow is upon us. For me it is about thinking more globally than locally. This is the proof that we can collaborate with each other efficiently, no matter where in the world we are.”

Agnieszka Strzelczyk-Walczak, CEO A.S. Messe Consulting sp. zo.o. Rep. office of Messe Duesseldorf GmbH (Poland)



“Is it worth to stake everything on one card? I think, sometimes yes. Many years ago when I was a student, I ran a linguistic firm with prospects but I decided to change my professional life. I started to work with Messe Duesseldorf, a complete change of industries. Working in the exhibition industry, I can carry out great projects and implement my own ideas. I have the opportunity to meet many people from all over the world. Through the contacts with other Messe Düsseldorf representatives, I have the feeling that anywhere in the world, there is at least one person I know. It's a challenging job, with my team we work over 40 different fairs around the world annually. I acquire knowledge in various industries, I get to know their characteristic, trends and needs, and I never stop learning. Communicating with other people, learning about different cultures, are also an important added value of this work. Fair activity is very diverse and offers many opportunities.”

Ian Taylor, Venue Sales Director - Conventions and Exhibitions, NEC (UK)



"The huge variety of events and sectors we deal with, it's a real privilege to be able to work across so many industry sectors, with so many different individuals, all with the aim of helping them run great events and bring memorable moments to life in a live event. Going home each day knowing your team has helped our customers create amazing experiences that will be remembered for years is one of the best things about our industry. Why are Exhibitions important? It's the only environment where you can bring your brand to life right in front of people, using all 5 senses, and create an experience that changes the way people feel. In an increasingly digitally connected world, exhibitions revolve around the power of the face to face human connection and we live in an era where this connection is more important than ever before."

Paul Woodward, Chairman, Paul Woodward Advisory (London)



"Every business has regular get-togethers where people come face-to-face with their peers and a lot of those take place at exhibitions. They really are festivals for industry and I have always loved that my job has given me a taste of the energy, the good will, the friendship and, of course, good old-fashioned business opportunity these events generate across so many different markets. There really is nowhere else you can combine solid business with creativity, innovation and fun as you can at an exhibition."

Accademia Fiera Milano, Italy



Adriano, MOE live student: *"Exhibitions are a universal exchange point of knowledge and innovation where people from different cultures interact in order to define the world of tomorrow."*

Alessandra, PROGEA student: *"The Exhibition industry stimulates six senses: touch, sight, hearing, smell, taste, and last but not least emotion. My greatest success as an exhibition manager will be to let visitors have different kind of feelings throughout their visit, so that they will gain a unique experience that they won't forget easily."*

Alessandra, MOE live student: *"The exhibition industry is not a simple display of projects and inventions, but it is mainly a meeting point for experts and companies that make innovation."*

Alessandro, MOE live student: *"I see exhibitions as a hub for innovation, opportunities and possible partnerships. I think they are a mirror of the exciting world we are living in."*

Alessia, PROGEA student: *"I see the Exhibition world as a microcosm of opportunities: I am fascinated by its immersive physical space and its dynamic dimension. I have always loved the idea of creating something from scratch by putting together different elements in order to create a new experience."*

Elisa, PROGEA student: *"I love exhibitions because there are very different customs and points of view living together in a unique atmosphere. I would like to be a part of this exciting and dynamic reality that offers great opportunities for professional growth."*

Enrico, PROGEA student: *"I love the exhibition industry because it is a journey that makes you feel thrilled."*

Federica, MOE live student: *"Exhibitions are little worlds full of energy and powerful atmosphere where each of us is an important protagonist of this reality."*

Filippo, PROGEA student: *"I have a passion for the exhibition industry because I love marketing and business, and the exhibition industry is 100% business."*

Giulia: *"When I read "exhibition" I think: unforgettable experience, emotions, innovation, new points of view, different cultures, future, ideas, creativity, passion, adrenaline, original adventure, unusual challenge, unique business opportunities, networking, passion...In a few words: an experience nobody will ever forget."*

Giulia: "I love exhibitions because they give me the chance to make new experiences and they make me feel like I am part of something important."

Giulia, MOE live student: "Exhibitions represent a magic moment beyond any time or space limit where every meeting is possible."

Giulia, PROGEA student: "Exhibitions are stories with many protagonists who share enthusiasm, ideas and points of view: new people, new cultures, and a big world of communication."

Giada, PROGEA student: "I am fascinated by the exhibition industry because I consider it as an ancient agora, or rather as a huge space built in order to allow people from all over the world and from different cultures to meet each other physically, key factor in facilitating the international trade. That's the reason why I think that it could also offer fundamental opportunities to tear down barriers of any kind in an increasingly globalized world."

Ilaria, PROGEA student: "To me visiting an exhibition is like a journey into many different pavilions: each one tells a story which always conveys various feelings."

Lara, MOE live student: "To me exhibition is passion, interest and wellness."

Leonardo, MOE live student: "I like Exhibitions because they are the mirror of our society and they give a real vision of the future."

Ludovica, PROGEA student: "There is nothing more fulfilling than the direct experiences that trade fairs offer."

Marika, the youngest student: "Exhibitions are unique experiences with enjoyable atmosphere. They engage all five senses and they are an amazing hub for new ideas and innovation."

Marta, MOE live student: "Innovation, new trends, experiences, meetings. The exhibition world is all these things and so much more. It is where I want to improve myself."

Martina, PROGEA student: "Exhibitions are the perfect opportunity to interact with different cultures and I love being able to talk to lots of people from all over the world who share the same passion for what they do. Exhibitions represent a dynamic world in which you can undergo new experiences and feelings. This is priceless!"

Melania, PROGEA student: "I think that the exhibition industry is the best way to see people from all over the world, create new relationships and be in touch with each other. The main challenge is to give visitors the possibility to live an experience through the main concepts and ideas of the exhibition. That's why it is an amazing world!"

Nicola, MOE live student: "A trade fair is a world of its own: it is like being in a whole new universe where it is possible to explore every detail."

Sara, MOE live student: "Exhibitions have always been the perfect place to meet people, exchange creative ideas, trends and traditions."

Sara, PROGEA student: "Exhibitions are immersive experiences: they are an opportunity to see and touch products from different countries just staying in a single place."

Sara Castiglioni, MOE live student: "Exhibition industry is where I came from and it is where I still want to be."

Simone: "I like exhibitions because they give me the possibility to meet different people from all over the world, and they make me live an unforgettable and unique experience."

Stephanie, PROGEA student: "The thing I love most about exhibitions is their human interaction and internationality: the trade fair industry is able to create a little world of its own where people, who share the same interest or field of work, can meet, interact, share ideas and create future projects."

Tommaso: "Exhibitions connect people, worlds and times. They give the opportunity to meet professionals who share the same interests. They are made to create business and to show trends and innovation for products and services. Despite they are over a hundred years old, exhibitions always keep up with the times. They preserve history and traditions but they always look ahead to new ideas."

Valentina, MOE live student: "I like exhibitions because they are the perfect marketing showcase. They are the ideal platform for meetings between companies and customers, and they also are a chance to expose quality and innovation, to know and touch products, and to exchange ideas."

Valentina, PROGEA student: "To me exhibitions are like a dream. There is hope in dreams, imagination and in the courage of those who wish to make



them become reality. It doesn't happen through magic, it takes sweat, determination, hard work and effort."

Valentina, MOE live student: *"I love exhibitions because there is nothing the world needs more than human contact."*

Valeria, MOE live student: *"Exhibitions are a world of imagination and dream. Exhibitions are places where I can travel to destinations I've never visited before, and find out something special. This is the reason why I love exhibitions."*

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