

UFI announces the third annual “Global Exhibitions Day” will take place on 6 June 2018

- GED18 is set to raise awareness of the exhibitions and events industry globally
- This year’s activities will put the global economic benefits of the exhibitions and events industry centre stage, as well as highlight career paths and opportunities in the sector
- The campaign will build on last year's successful initiatives in 67 countries and regions around the world, supported by 41 industry associations

Paris, 1 March 2018: Global Exhibitions Day (GED) 2018 will be held on 6 June, 2018, globally, UFI, the Global Association of the Exhibition Industry, announces today. Through activities by exhibition industry associations and companies all around the world, the aim of this largest awareness campaign for the exhibition and events industry is to raise the profile of the sector as one of the most vital contributors to economic growth in cities, regions, and countries.

Now in its third year, GED is a perfect opportunity to celebrate the exhibition industry and highlight the positive impact it has on jobs, business, innovation and local investment. In 2017, 41 partner associations came together to support this awareness-raising campaign, carrying out activities in 67 countries and regions around the world. The campaign reached over three million people on Twitter alone.

To further the industry’s growth and progression, UFI’s 2018 President, Mr. Corrado Peraboni, asked the GED steering group to focus this year's efforts on finding new ways to connect young people to the exhibition industry and, more specifically, to raise awareness about the amazing career opportunities the sector has to offer. To this end, this year’s GED events and programmes will centre on two key issues: industry advocacy, and attracting the right talent.

One initiative that UFI is promoting in collaboration with GED18 is the “Follow me” videos. As part of this initiative, UFI has invited members to create “Follow me” videos that showcase a specific role or introduce a certain employee to demonstrate just how rich and varied the career opportunities within the exhibition industry are. All videos relevant to GED18 will be added to the Global Exhibitions Day playlist at www.ufi.tv.

Over the coming weeks, UFI will roll out a new online data collection tool that enables GED supporters to share their activities. This will help to grow the GED18 community and improve communications about all the amazing initiatives happening around the world. This tool will be available to all industry professionals on the GED website so anyone interested in participating in GED18 can easily find out what is happening in their area.

UFI would like to invite all industry professionals to get ready for and get involved in the many different events that will be taking place around the world – and help make GED18 the best Global Exhibitions Day yet!

How to contribute to this year’s GED, and become part of a dynamic global community:

- Regularly visit www.globalexhibitionsday.org for updates and developments
- Join a local initiative or be inspired to set up your own GED18 initiative*
- Follow GED18 on social media via [Twitter](#), [Facebook](#), [Youtube](#), Wechat and [LinkedIn](#)
- Last but not least, encourage your peers and colleagues to join the campaign

As in previous years, GED partners have been working on the core messages and UFI will soon share the results of this ongoing collaboration on the GED18 website. Please keep an eye on www.globalexhibitionsday.org for regular updates!

*List of #GED18 partner associations under the UFI umbrella: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EEAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Global), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS/SECB (Singapore), Shanghai Convention and Exhibition Industries Association (China), SISO (USA), TEA (Thailand), TECA (Taiwan), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

Attachments: GED logo

About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 750 member organisations in 87 countries around the world are presently signed up as members. Over 950 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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