



# GLOBAL EXHIBITIONS DAY 7 JUNE 2017

## #GED17 activities around the globe (as of 29 May 2017)

*Global Exhibitions Day is an invitation for everyone to celebrate the outstanding value of the Exhibition Industry and to share that with one single and cohesive voice. Thanks to the material developed by UFI and its GED partners<sup>(\*)</sup>, it is easy to participate. This material is based on 4 key messages outlined below and offers a specific insight into "Working in the Exhibition Industry" at the end of the document.*

*7 June 2017 promises to be a special day and this document references activities already identified around the world. It is regularly enriched and for any update, please contact [GED@ufi.org](mailto:GED@ufi.org).*

### 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 6 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 contacts.

<b>260 million VISITORS</b>	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.
<b>4.4 million EXHIBITORS</b>	Face-to-face contact builds trust and relationships between business partners, clients and competitors, that's why 4.4 million companies exhibit each year.
<b>80% BUSINESS</b>	80% agree that a person spends more money with companies that they have met face-to-face.
<b>ROI 1=2=8</b>	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.
<b>KNOWLEDGE</b>	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 INFORMATION, WHICH LEADS TO CREATING IDEAS AND PROTECTS THEIR OWN COMPETING POSITION. THE EXCHANGE OF TRENDS IS A PARTICULAR STRENGTH.

**4.4 MILLION EXHIBITORS**

**31,000 EXHIBITIONS**

**260 MILLION VISITORS**

260 million people visit exhibitions each year as visitors create 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 contacts.

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

**4.4 MILLION** Exhibitors per year

**31,000** Exhibitions annually

**260 MILLION** Visitors per year

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### EXHIBITIONS

#### A STRONG ECONOMIC IMPACT ON TERRITORIES

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

<b>50%</b> Benefits the exhibition industry	<b>50%</b> Benefits tourism related activities
Rental and related services Booth and services Marketing, sales, staff Ticketing, parking at venue, etc.	Accommodation Transport Food and beverage Other (gifts etc.)
<b>680,000 FTE</b> (full time equivalent) people work in the exhibition industry globally.	The exhibition industry generates 1.8 million (FTE) jobs and tax incomes.

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.



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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 to exhibitors & visitors, and run the show from start to finish.

**VENUES**

Venues are the hosts of exhibitions. From large multi-hall exhibition centres, to small single-space areas, 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 hosting 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 a successful exhibition and didn't exist before. Depending on their structure, organisers & venues may decide to seek support from booth construction, 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 legislation, renowned quality standards, provide networking platforms and educational opportunities.



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## AFRICA

<b>Media Release</b>	Association of African Exhibition Organisers announces exciting schedule for Global Exhibitions Day 2017, May 2017 ( <a href="#">online</a> ).
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### South Africa

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

## AMERICAS

### Brazil

<b>Articles</b>	Radar Magazine      UFI invites the world to join Global Exhibitions Day 2017, 10 February 2017 ( <a href="#">online</a> ). Global Exhibitions Day engages the exhibition industry worldwide, 9 June 2016 ( <a href="#">online</a> ).
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### Central and South America

- **AFIDA** ([mparedes@afida.org](mailto:mparedes@afida.org))  
Activities scheduled during the AFIDA Congress on 17 June in Gran Canarias (Spain).

### USA

<b>Videos</b>	David Audrain, Executive Director, SISO, USA ( <a href="#">online</a> ). Stephanie Selesnick, President at International Trade Information Inc. ( <a href="#">online</a> ).
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- **IAEE**  
IAEE is celebrating for the fourth time in a row the annual Exhibitions Day, taking place on June 6-7 in Washington, D.C. More than 100 industry

professionals from all over the U.S. will meet with federal lawmakers to discuss the economic impact that exhibitions have on state and national economies.

## ASIA – PACIFIC

<b>Article</b>	BSG	Asia Business Media News Update, 13 April 2017 ( <a href="#">online</a> ).
<b>Video</b>	Adam Charles, SVP Managing Director, Freeman XP Asia Pacific	( <a href="#">online</a> ).

### Australia

<b>Articles</b>	Australasian Special Events	EEAA 2017: Leaders Forum program set to challenge industry leaders to re-think their current and future business strategies, 19 May 2017 ( <a href="#">online</a> ).
		Be part of Australia's voice for Global Exhibitions Day, 10 May 2017 ( <a href="#">online</a> ).
	CIM News Magazine	Show your support for Global Exhibitions Day, 12 May 2017 ( <a href="#">online</a> ).
		Global Exhibitions Day brings the industry together, 8 February 2017 ( <a href="#">online</a> ).
	ITCM	Be part of Australia's voice for Global Exhibitions Day, 10 May 2017 ( <a href="#">online</a> ).
	The Nibbler	Industry celebrates Global Exhibitions Day, 16 May 2017 ( <a href="#">online</a> ).
<b>Video</b>	Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia	( <a href="#">online</a> ).

- **EEAA**

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

### China

<b>Article</b>	CICE Magazine	Global Exhibitions Day, May 2017 (print)
<b>Video</b>	Michael Kruppe, General Manager, Shanghai New International Expo Centre	( <a href="#">online</a> ).

### Hong Kong

<b>Videos</b>	Michael Duck, Executive Vice President & Group Chief Representative for China, UBM Asia, Hong Kong	( <a href="#">online</a> ).
	Stanley Chu, Chairman, Adsale Exhibition Services Ltd, Hong Kong	( <a href="#">online</a> ).

- **HKECIA - HKSEA** ([www.exhibitions.org.hk/en/activities-training/146-hkecia-hkesa-friendship-football-cup-7june2017](http://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 will celebrate Global Exhibitions Day. It aims at providing networking opportunities to participants in an informal and relaxing atmosphere as well as to celebrate the people who work in industry.

## India

<b>Articles</b>	Events Venues & Avenues	IEIA Open Seminar 2017, March-April 2017 (print) UFI invites the world to join Global Exhibitions Day 2017, January-February 2017 (print).
	Exhibits	IEIA's newsroom communique, UFI prepares for Global Exhibitions Day - 7 <sup>th</sup> June 2017, April 2017 ( <a href="#">online</a> ).
<b>Video</b>	Abdul Hadi Khan, Marketing Manager, India Exposition Mart Ltd ( <a href="#">online</a> ).	

## Indonesia

<b>Video</b>	Effi Setiabudi, Chairman, Indonesia Exhibition Companies Association ( <a href="#">online</a> ).
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## Macau

<b>Video</b>	Jackson Chang, President, Macao Trade & Investment Promotion Institute ( <a href="#">online</a> ).
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- **MFTA** ([mfta@macau.ctm.net](mailto:mfta@macau.ctm.net))
  - We will host the UFI-EMD course during the week of 7 June
  - On 7 June, the industry players will join with the UFI-EMD participants to have a UNESCO cultural heritage walk and stop at main attractions to take photo with of course, the GED17 logo
  - We will end the day by doing a SkyWalk (max.25 pax) holding the GED logo and/or if we can get 1 person to bungee jump with GED logo at Macau Tower (to be confirmed)
  - Dinner overlooking the waterfront. The content for the dinner is to be determined, maybe follow up last year, we will have the Exhibitors/Delegates most wanted and desired items for lucky draw etc.

## Malaysia

<b>Video</b>	Winnee Lim, Sales Manager - Exhibition, Malaysia Convention & Exhibition Bureau ( <a href="#">online</a> ).
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- **MACEOS**

*In conjunction with the Global Exhibitions Day on 7th June 2017, MACEOS will be hosting a networking party. We will be bringing our industry members together to celebrate and to appreciate the contribution of our members to develop the exhibitions industry locally and abroad. We are expecting 150 of industry partners to attend the event, and they will be sharing their knowledge and passion for the industry with each other during this event. During this day, MACEOS will also be announcing the launch of its MACEOS Youth, with the objective to build up and groom the young professionals of the exhibition industry.*

### Singapore

- **SACEOS** ([events@saceos.org.sg](mailto:events@saceos.org.sg))

*SACEOS will organise a get-together among their Members on June 7 at the end of the day to celebrate Global Exhibitions Day.*

### Thailand

<b>Article</b>	TCEB	"Exhibition NOW" e-Newsletter, 1 May 2017 ( <a href="#">online</a> )
<b>Video</b>	Sarnit Karunyavanij, Director, Thai Exhibition Association ( <a href="#">online</a> ).	

- **TCEB - TEA**

*On 4 June, TCEB is organizing a "Golf Friendship - President Cup" to present the new Presidents from TCEB and TEA as well as to celebrate GED17. All the key persons in Thailand Exhibition industry should participate to the event. The GED logo will be at every contact points, including holes 9 & 18, backdrop, trophy, souvenir, and signage in photo opportunity session.*

*On 7 June, TEA is organizing a "Lunch Talk" and invites all related exhibition professionals from various sectors to attend the forum and celebrate GED17 with a group photo.*

## EUROPE

### Finland

**Article** Turun Messukeskus *Turku celebrates Global Exhibitions Day, 18 May 2017 (print).*

### France

- **UNIMEV**

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

### Germany

<b>Articles</b>	AUMA Compact	Global Exhibitions Day am 7.Juni 2017, 13 April 2017 ( <a href="#">online</a> ).
		UFI-Aktion: Weltweit das Image von Messen stärken, 16 February 2017 ( <a href="#">online</a> ).
	AUMA Press Info	Global Exhibitions Day on 7 <sup>th</sup> June 2017, 20 April 2017 ( <a href="#">online</a> ).
		Global Exhibitions Day am 7.Juni 2017, 12 April 2017 ( <a href="#">online</a> ).
	AUMA Institut	Save the Date: Global Exhibitions Day 2017, 19 December 2016 (print).
	Connected	#GED17: international trade fair day on June 7, 2017, 22 April 2017 ( <a href="#">online</a> ).
		#GED17 – Internationaler Messtetag am 7. Juni 2017, 21 April 2017 ( <a href="#">online</a> ).
	Dexperty	Messe Frankfurt, Global Trade Fairs connect industries worldwide, March 2017 ( <a href="#">online</a> ).
	Events Magazine	UFI-Aktion: Global Exhibitions Day 2017, 20 February 2017 ( <a href="#">online</a> ).
	Expo.com	Global Exhibitions Day: "Messen als Innovationsplattform", 2 May 2017 ( <a href="#">online</a> ).
	FKM	Global Exhibitions Day 2017, 19 April 2017 ( <a href="#">online</a> ).
<b>Video</b>	Clemens Schütte, Director, International Business, Messe Düsseldorf ( <a href="#">online</a> ).	

- **AUMA** ([www.auma.de/de/Presse/Seiten/Presse-2017-09.aspx](http://www.auma.de/de/Presse/Seiten/Presse-2017-09.aspx))

Held on June 7 at the Technical University of Berlin, expert forum "Trade shows as innovation Hubs - Science to Business" within the frame of GED.

- **CEFA**

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



## Greece

**Video** Commercial Manager\_Athens Metropolitan Expo ([online](#)).

## Hungary

**Article** CENTREX Newsletter: *The Exhibition Knowledge Provider, November-December 2016* (print).

## Italy

**Articles** AEFI News 7 June 2017: Second "Global Exhibitions Day", 7 February 2017 ([online](#)).  
Pordenone Fiere See you at the fair, May 2017 ([online](#)).

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

"Open Italian excellences to the world" is the mainstream of several events that are going to be held in Rome on June 7th to celebrate GED:

- "Exhibitions and Italian excellence between history and future", in the morning at the ICE Italian Trade Agency,
- a meeting with the members of the Italian Parliament, in the afternoon (on invitation only)
- "Think global act local: the value of Italian exhibitions", in the late afternoon, at the Chamber of Commerce.

In addition, several other actions will be held locally by many Italian trade fair venues.

- **CEFA**

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

## Moldova

- **MOLDEXPO**

The International Exhibition Center Moldexpo SA will host the festival "Moldexpo - Territory of Opportunities", dedicated to the Global Exhibition Day. On June 7, 2017, the key partners of the Center will take 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. In the official part, the guests of the festival will talk about the importance of exhibitions for companies and the role of the exhibition industry for the development of the national economy, will share their experience in implementing modern marketing tools and will pass in review the novelties of the industry. The festive part of the festival will include a picnic, entertainment events, a concert of gesture music, a disco and the launch of a balloon with GED-2017 symbols and the slogan of IEC Moldexpo.

## Poland

**Media Release** Polska Izba Przemysłu Targowego: Kick-off of the Global Exhibitions Day 2017 campaign in Poland, 25 November 2016 ([online](#)).

## Russia

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

## Serbia

Belgrade Fair, Serbia celebrates this year 80th anniversary under the slogan "The Place Seen by Whole of The World". The peak of the campaign will be on the 7 June when the Analysis of the Economic Impact of Belgrade Fair Activities shall be released. It has been commissioned by the Belgrade Fair and produced by Economics Institute from Belgrade for the first time. In that occasion conference will be held with the attendance of the key figures from economic and the political sphere including, students from the Belgrade university, Faculty of Economics.

## Sweden

**Videos** Rikard Skärebo, Production Manager, Stockholmsmässan AB - English Version ([online](#)).  
- Swedish Version ([online](#)).

## The Netherlands

**Video** Martin Van Nierop, Director of Operations, Amsterdam RAI ([online](#)).

## UK

**Videos** Damion Angus, MD, Angus Montgomery ([online](#)).  
Mykyta Fastovets, CTO, ExpoPlatform ([online](#)).



## MIDDLE EAST

### Iran

**Article** Iran Magazine: February 2017 (print).

### United Arab Emirates

**Video** Wilbert Heijmans, Managing Director, Info Salons Middle East & Turkey, United Arab Emirates ([online](#)).

## TRANSNATIONAL

<b>Articles</b>	Exhibitions News	EEAA calls on government for GED17 support, 18 May 2017 ( <a href="#">online</a> ). Spreading the word, 8 May 2017 ( <a href="#">online</a> ). Exhibition World launches Global Exhibitions Day Awards, 27 April 2017 ( <a href="#">online</a> ).
	Exhibition World	#GED17 Showcase: Ungerboeck's "International digital Marathon", 23 May 2017 ( <a href="#">online</a> ). EW launches Global Exhibitions Day Awards, 21 April 2017 ( <a href="#">online</a> ). Industry reveals #GED17 plans, 9 April 2017 ( <a href="#">online</a> ). UFI prepares for Global Exhibitions Day, 7 February 2017 ( <a href="#">online</a> ).
	M+A UFI News	The innovative power of tradeshow, 15 May 2017 ( <a href="#">online</a> ). Counting down to #GED17, 9 May 2017 ( <a href="#">online</a> ).
	TradeFairs International	Global Exhibition Day 2017, 2 May 2017 (print).
	<b>Blogs</b>	Kai Hattendorf, Getting ready to create an impact, 2 May 2017 ( <a href="#">online</a> ). Angela Herberholz, Global Exhibitions day marks the exhibition industry, 28 April 2017 ( <a href="#">online</a> ). Marcello Baranowsky, Comemore o Global Exhibitions Day (#GED17) na 15a Feira EBS, 28 April 2017 ( <a href="#">online</a> ).
<b>Videos</b>	EMEA Events Operations and Services Group Director, UBM ( <a href="#">online</a> ).	
	Fred Lazzerini, Managing Director, Asia-Pacific Ungerboeck Software International ( <a href="#">online</a> ).	

### Ungerboeck Software

Ungerboeck staff will do a digital marathon across all time zones on June 7! Ungerboeck staff from all offices around the globe will digitally "hand over" the GED17 baton to their co-workers, starting the marathon in Brisbane, bringing the baton to Karlsruhe and ending in St. Louis where Ungerboeck's headquarters are located. To promote the digital marathon, infographics/images and videos will be shared on Twitter ([#RUNgerboeck](#)), LinkedIn and Facebook during the month of May.

As of now, Ungerboeck staff around the globe prepares for the digital marathon on June 7 and employees will give their statements about the exhibition industry during the next weeks on Social Media.

# #GED17: Working in the exhibition industry

The exhibition industry offers a fantastic working environment but we realized that this is not very well known yet. In order to change the 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.

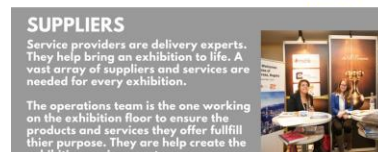
The operations team takes care of all logistical aspects that are essential to run a successful exhibition.



### 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 are 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!"*

### **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."*

**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."*

**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."

**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."

**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."

**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."

**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, 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."*

(\*) 38 GED partner associations under the UFI umbrella

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