



# GLOBAL EXHIBITIONS DAY 7 JUNE 2017

## #GED17 activities around the globe (as of 7 June 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 is a special day and this document references activities already identified around the world. It is regularly updated and to include your GED activity, please contact [GED@ufi.org](mailto:GED@ufi.org). Pictures will be added in a future version of the document. At this stage, 67 countries/regions have been identified as taking part in GED17 (see list on next page).*

### 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 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.

- 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€ / \$ spent or invested by a company to exhibit, they can expect to see 2€ / \$ at the event and a return of 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.

- EXHIBITIONS FACILITATE THE EXCHANGE OF KNOWLEDGE AND INFORMATION, WHICH LEADS TO CREATING IDEAS AND PROTECTS INNOVATION. EXHIBITIONS ARE PLATFORMS FOR DISCUSSION AND LEARNING.
- 4.4 MILLION EXHIBITORS**  
Exhibitions support the development of trade and are an instrument of internationalization
- 31,000 EXHIBITIONS**  
Each year, there are over 31,000 exhibitions around the world
- 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.

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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 annually
- 31,000** Exhibitions annually
- 260 MILLION** Visitors annually

**GLOBAL STATS**

- 1) Visitors and exhibitors spend approximately 98 BILLION € / 109 BILLION \$ every year on exhibitions.
- 2) Around 50% benefit the exhibition industry and 50% benefit tourism-related activities.

**SOCIAL BENEFITS**

There are 600 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 industries that exhibit at the exhibition, such as hospitality, tourism, transport, etc.

**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 € / \$ spent or invested by a company to exhibit leads to a return of 2€ / \$ during the exhibition itself and a return of 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**
  - Rental and related services
  - Booth and services
  - Marketing, sales, staff
  - Ticketing, parking at venue, etc.
- 50% Benefits tourism related activities**
  - Accommodation
  - Transport
  - Food and beverage
  - Other (gifts 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.

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

The project team is responsible to deliver successful exhibitions.

#### VENUES

Venues are the homes of exhibitions. From large multi-hall exhibition centres, to small single-appeal event spaces, venues are the heart of the exhibition. 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.

#### SUPPLIES

Service providers are the delivery experts. Anything that is needed to create an exhibition where one 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 to provide networking platforms and educational opportunities.

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### **List of the 67 countries/regions where a GED17 activity has been identified at this stage**

The pages that follow detail the main actions identified. They are sorted by continent and then country. Actions that are handled at transnational / global levels are listed last.

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

## AFRICA

### Ethiopia

<b>Video</b>	Nebeyu Lemma, Managing Director of Prana Promotion ( <a href="#">online</a> ).
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### South 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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<b>Article</b>	Tipping the scale: Global Exhibition Day 2017 with EXSA, 23 May 2017 ( <a href="#">online</a> ).
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<b>Video</b>	Neo Mohlantole, NGL grant winner, Business Development Director, Seven Colours Communications ( <a href="#">online</a> ).
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- **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 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 “tastiest potjie” competition!

## AMERICAS

### Central and South America

- **AFIDA** ([mparedes@afida.org](mailto:mparedes@afida.org))  
Activities will be scheduled during the AFIDA Congress between 21 and 24 June in Gran Canarias (Spain).

### Argentina

- **AOCA**  
AOCA launched a press release on GED and also sent the official GED video of the UFI President to all their Members. Specific activities will also be scheduled during the AFIDA Congress between 21 and 24 June in Gran Canarias (Spain).

### Brazil

<b>Articles</b>	ABEOC Brasil	June 7 - Global Exhibitions Day (#GED17), 5 June 2017 ( <a href="#">online</a> ).
	Notícias Hoje Brasil	Grupo Radar & TV se prepara para o Global Exhibitions Day #GED17, 26 May 2017 ( <a href="#">online</a> ).
	Promoview	Grupo Radar & TV se prepara para o Global Exhibitions Day #GED17, 26 May 2017 ( <a href="#">online</a> ).
	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> ).

- **Radar & TV Group & UBRAFE**  
- Radar & TV Group and UBRAFE will promote a dinner party in São Paulo with 30 leaderships of the industry of trade fairs and events.

### Mexico

- **AMPROFEC**  
AMPROFEC invited exhibition organisers, venues and service providers around a #GED17 cocktail to celebrate Global Exhibitions Day in Merida city on 6 June, in Mexico city and Monterrey city on 7 June. In addition, they will take pictures at different iconic places in Mexico with the GED logo.
- **Expo Guadalajara**  
Expo Guadalajara organized a conference followed by dinner on June 7 with organizers and other stakeholders from the industry.

### USA

<b>Article</b>	ExhibitCity News	Industry Leaders Prepare for Exhibitions Day June 6-7, 31 May 2017 ( <a href="#">online</a> ).
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<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 celebrated for the fourth time in a row the 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

<b>Article</b>	BSG	Asia Business Media News Update, 13 April 2017 ( <a href="#">online</a> ).
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### Australia

<b>Media Releases</b>	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 ( <a href="#">online</a> ).	
<b>Articles</b>	Australasian Special Events	EEAA tells marketers “Don’t turn your back on the power of live events”, 5 June 2017 ( <a href="#">online</a> ). 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>Videos</b>	EEAA - #GED17: get involved! ( <a href="#">online</a> ). Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia ( <a href="#">online</a> ).	

- **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 include the EEAA Annual General Meeting, a specific Global Exhibitions Day Reception and the EEAA Leaders Forum.

### China

<b>Articles</b>	CICE Magazine Overseas Exhibitions Magazine	Global Exhibitions Day, May 2017 (print). Highlighting the value of the Exhibition Industry, 2 June 2017 ( <a href="#">online</a> ). Only one week from the 2017 Global Exhibitions Day, 31 May 2017 ( <a href="#">online</a> ).
<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> ).	
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- **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 celebrated 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.

- **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 (a 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 front page [www.hkcec.com](http://www.hkcec.com) on 29 May (till 7 June), with a hyperlink to the GED page on UFI website.

They also put up the message “HKCEC Supports Global Exhibitions Day” on the giant LED billboard at the HKCEC main entrance on 2 June, day when HKCEC is hosting 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 ( <a href="#">online</a> ).
Blive		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
BusinessFortNight.com		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Business News this Week		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Business Standard		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Daijiworld.com		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Dalal Street Investment Journal		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Dariya News		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Estrade		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
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).
Everything Experimental		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Exhibits		IEIA's newsroom communique, UFI prepares for Global Exhibitions Day – 7 <sup>th</sup> June 2017, April 2017 ( <a href="#">online</a> ).
First Report		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Forever News		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Gujarat Headline		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
GSTV		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Hindustantimes		India to observe Global Exhibitions Day ( <a href="#">online</a> ).
HTDS Content Services		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
India		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
India Live Today		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
Kashmir Times		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
MTI News		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).
NetIndia 123		Indian Exhibition Industry to celebrate 'Global Exhibitions Day' on June 7th in Mumbai, 2 June 2017 ( <a href="#">online</a> ).

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

- Bombay Exhibition Centre, NESCO, Goregaon (E), Mumbai**  
 Over 230 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 will aim to foster a noble cause of promoting the Exhibition industry as a whole. Come participate & show your support towards our Exhibition Industry.
- Exhibition Showcase**
  - promoted GED at the EEA 2017 seminar and at the interviews for print, digital and online television
  - prepared a video capsule to promote GED
  - provides GED news at <http://www.exhibitionshowcase.com/>
  - actively participating and promoting fraternity meet at Mumbai - Nesco on 7 June 2017
  - will release a special memento
  - 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 & also one in Delhi. There were 8 camps in total that were opened from 9am to 5pm. The camp is expected to have generated around 500 bottles of blood.



## Indonesia

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

## Macau

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

- **MFTA** ([mfta@macau.ctm.net](mailto:mfta@macau.ctm.net))  
MFTA hosts the UFI-EMD course during the week of 7 June and, on 7 June, the students will be going out to the Cultural Heritage site to take photos with a specially prepared GED 2017 fan. In the 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 in presence of 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 to appreciate the contribution of our members to develop the exhibitions industry locally and abroad. 150 industry partners were expected to attend the event to share their knowledge and passion for the industry with each other during this event. During that day, MACEOS also announced the launch of its MACEOS Youth, with the objective to build up and groom the young professionals of 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, the organizer of SOLAR PAKISTAN brought all their solar clients to one platform and discuss with them 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

- **SACEOS** ([events@saceos.org.sg](mailto:events@saceos.org.sg))  
SACEOS organised a get-together among their Members on June 7 at the end of the day to celebrate Global Exhibitions Day.

## South Korea

- **AKEI**

*Korean colleagues in the exhibition industry congratulated this meaningful day on Korean exhibition industry friendship golf cup on June 02.*

*AKEI and associations' Presidents (\*), all gathered today in AKEI's office to keep it in mind.*

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

## 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**

*Held on June 4, 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 June 7.*

*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

### Europe

- **European Major Exhibitions Centres Association (EMECA)**  
*EMECA celebrated GED during its General assembly recently held in Lyon, France.*

### Belgium

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

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

### Czech Republic

- **Veletrhy Brno, A.S.**  
*On June 6, Veletrhy Brno released a 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.*

### Finland

- **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

- **UNIMEV** (<http://www.unimev.fr/actualite/inscriptions-global-exhibitions-run-7-juin-2017-208347>)  
*UNIMEV organised for the second time a Global Exhibitions Run. Open to all actors 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 following topic- Challenges of Exhibition Business in Georgia.

## Germany

<b>Media Release</b>	<i>"Messewirtschaft ist eine global agierende Industrie, die Wirtschaftsräume für den Mittelstand öffnet", 7 June 2017 (print).</i>	
<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> ).
	TW	#GED17: Messebranche wirbt für sich am Global Exhibitions Day ( <a href="#">online</a> ).
<b>Videos</b>	Clemens Schütte, Director, International Business, Messe Düsseldorf ( <a href="#">online</a> ).	
	Katharina Keupp, NGL grant winner, Project Consultant, Messe Munich ( <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 celebrated GED17 during the CEFA Professionals Seminar held on 9 and 10 May at Messe München.
- **Reed Exhibitions**  
In their weekly internal newsletter Reed Exhibitions Germany incorporated a selection of the #GED17 Quiz. The Newsletter was sent on 7 June to highlight Global Exhibitions Day. The employees have one day to find jointly or individual the answers before the results will be published the following day.

## Greece

**Video** Petros Panias, Commercial Manager, Athens Metropolitan Expo ([online](#)).

## 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](#))

## 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](#)).  
ITA Le Fiere e l'eccellenza italiana tra storia e future, May 2017 ([online](#)).

- **AEFI** (<http://www.aefi.it/Aefi/site/en/qed17/project>)

"Open Italian excellences to the world" is the mainstream of several events that were held in Rome on June 7 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:

**BERGAMO FIERA NUOVA:** For the occasion, Fiera Bergamo will propose a guided tour in spaces normally not accessible to public.

**BOLOGNAFIERE:** Communication of a plan of redevelopment, upgrading and expansion of the fair venue, based on the most contemporary achievements in terms of sustainability and energy efficiency.

**VILLA ERBA - Cernobbio (CO):** 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.

**LARIOFIERE COMO LECCO - Erba (CO):** Launch of a project consisting in a series of digitization activities on behalf of the Lake Como Tourist System as a support that Lario Fiere dedicates to tour operators of the territory and to all tourism sector of the region.

**FIRENZE FIERA:** Presentation of a video specially shot for GED17 to be launched during the AEFI event at Sala del Tempio di Adriano in Rome and inspired to the value of the fair for the territory.

**FIERA DI FORLI':** On the occasion of Global Exhibitions Day, Fiera di Forli organized a talk show hosted on television, that will see the

participation of companies from the supply chains, members of the scientific world, associative and political figures.

*FIERA DI GENOVA: In the city, on the sea: through some photo shots, the Fiera di Genova illustrates the peculiarities of a fairground on the sea that made it particularly suitable and famous for special events and exhibitions.*

*PIACENZA EXPO: Piazza Cavalli, the historical hearth of the city, will host an Info Point with brochures and info 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, to mark the relationship of mutual collaboration with the common goal of enhancing and promoting Piacenza. The painting becomes a celebratory postcard distributed to the public during GED17 and during the year at all exhibitions.*

*ITALIAN EXHIBITION GROUP RIMINI: Launch of the motto: Providing The Future. Internationalization as the new frontier of Italian trade fairs: with this aim Fiera di Rimini and Fiera di Vicenza have formed Italian Exhibition Group, Italy's most important exhibition & convention provider for events organized directly and owned by the organizers.*

*RIVA DEL GARDA FIERECONGRESSI: Presentation of 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 FIERE: Let's meet at the Fair: Pordenone Fiere celebrates Global Exhibitions Day with an event that will kick off the celebrations of the 70th anniversary of the fair. An open party for all town citizens, and a moment of reflection to emphasize the role of Pordenone Fiere in the economic and social context of the territory. This recurrence will also involve everyone contributing to the realization of our events: from fairs staff to suppliers, from exhibitors to visitors and to all employees.*

*FIERA ROMA: Energy for the people: an informal party, with live music, food and drinks offered to all attendants. The goal is to get the Fair closer to the citizens, making it feel like a place to live and a home for all. Always with and for the citizens.*

*VERONAFIERE: 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 wants to act 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 the occasion of Global Exhibitions Day, Wine2Digital will be open for a celebratory toast at 18:30 (on invitation).*

- **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 hosts the festival "Moldexpo - Territory of Opportunities", dedicated to the Global Exhibition Day. On June 7, 2017, the 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. In the official part, the guests of the festival talked about the importance of exhibitions for companies and the role of the exhibition industry for the



development of the national economy, shared their experience in implementing modern marketing tools and will pass in review the novelties of the industry. The festive part of the festival included 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

<b>Media Releases</b>	Global Exhibitions Day 2017, Actions taken by Polish Chamber of Exhibition Industry, 1 June 2017 (print) Polska Izba Przemysłu Targowego, Kick-off of the Global Exhibitions Day 2017 campaign in Poland, 25 November 2016 ( <a href="#">online</a> ).
<b>Video</b>	Poland Chamber of Exhibition Industry supports #GED17 ( <a href="#">online</a> ).

### • 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 the commemorative T-shirts of the conference participants; those GED T-shirts were also used during the 2<sup>nd</sup> 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, 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 are planned in the 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 produced with Extend Vision a GED board game named "Targi. Taktyka. Okazja" (Fairs, Tactics and a Chance) ([EW article](#))

### • Poznan International Fair ([www.ged17.mtp.pl/](http://www.ged17.mtp.pl/))

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

## 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 June 7
- Press conference of RUEF President Sergey Alexeev and leaders of exhibition companies – RUEF members on one of the Russian TV channels
- Flash mob was 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.

- GED photo and video award competition held between 7 June and end of September; winners will be awarded in December 2017 at the General Meeting of RUEF members.

## Serbia

- **Belgrade Fair**

*Belgrade Fair, Serbia celebrates this year 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 had been commissioned by the Belgrade Fair and produced by Economics Institute from Belgrade for the first time. In that occasion conference was held with the attendance of the key figures from economic and the political sphere including, students from the Belgrade university, Faculty of Economics.*

## Spain

<b>Article</b>	<i>Interempresasnet, Las ferias españolas incrementan el número de expositores, superficie ocupada y visitantes en 2016, 26 May 2017 (<a href="#">online</a>)</i>
<b>Video</b>	<i>Xabier Basañez, President of Asociación de Ferias Españolas (AFE) (<a href="#">online</a>)</i>

- **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 "Feria de Madrid"!*

## Sweden

<b>Videos</b>	<i>Rikard Skärebo, Production Manager, Stockholmsmässan AB, in English (<a href="#">online</a>) and Swedish (<a href="#">online</a>).</i>
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- **FAIRLINK**

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

## The Netherlands

<b>Media Release</b>	<i>RAI celebrates Global Exhibitions Day with 'Start up your Event' pitch (print).</i>
<b>Videos</b>	<i>Joost van de Kamp, Director of Human Resources, Jaarbeurs (<a href="#">online</a>).</i>

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

- **RAI Amsterdam**

RAI Amsterdam is fully supporting #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.
- they have written a blog about the value of events for the city, companies, knowledge institutes and start-ups. This blog is shared via the Amsterdam Economic Board innovators community website, as well as their 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](http://www.rai.nl/startupyourevent)).

## Turkey

- **TFOA**

On the occasion of GED 17, TFOA raised a campaign in coordination with UNICEF to build awareness around the need of children friendly cities since they believe that children who find the opportunity to live in cities that foster their intellectual growth will turn into 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 7<sup>th</sup>
- Prepared GED17 themed mail footer to be used by TFOA and our 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

<b>Blog</b>	Antony Reeve-Crook, Globalisation and beyond; the role of international exhibitions, 7 June 2017 ( <a href="#">online</a> ).
<b>Videos</b>	<p>Damion Angus, MD, Angus Montgomery (<a href="#">online</a>).</p> <p>Matt Coyne, Engagement Technology Architect at GES (<a href="#">online</a>).</p> <p>Mykyta Fastovets, CTO, ExpoPlatform (<a href="#">online</a>).</p> <p>Thomas Revell, NGL grant winner, Sustainability Manager, GES (<a href="#">online</a>).</p>

- **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, exist 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 will be scoping out new research to help us move into phase 2 of the critically

*acclaimed FaceTime project. Furthermore we will be releasing 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 will be 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 identity new approaches”.*

- **DSA**

*The DSA team celebrated GED with a spot of 90’s throwback. They took their seats around the boardroom table to race one another in building an exhibition stand out of LEGO... Videos of the process will be shared on social media.*

- **Showlite**

*Showlite released on GED their video to celebrate the “unsung heroes in the industry” (#showlitehero – video link will be soon added).*

## MIDDLE EAST

### Iran

<b>Articles</b>	Namayeshgah	Magazine, February 2017 (print) and May 2017 (print).
	Asrenamayeshgah	The International Day of the exhibition industry is a day to raise the awareness and knowledge ( <a href="#">online</a> ).
		Three Words, One Simple Question, 6 June 2017 ( <a href="#">online</a> ).
		Global Exhibitions Day (#GED17) will be celebrated June 7, 30 May 2017 ( <a href="#">online</a> ).
		Iran is going to celebrate Global Exhibitions Day, 1 June ( <a href="#">online</a> )

- **Iran Exhibitions Associations (IEA)**

On the occasion of GED17, IEA organizes a conference and dinner ceremony on 11 June 2017 in 5 star Espinas hotel of Tehran. In this event, venue managers, exhibition organizers and also governmental representatives from all of the Iran provinces will gather together to celebrate GED and discuss about the ways to improve the exhibition performance in Iran and about the future planning of the Iran exhibition industry. How to develop the cooperation with UFI will also be on the agenda and UFI members from all around the world are invited to join this event.

### Lebanon

<b>Video</b>	Diana Salman, HR Strategic Chance Manager, IFP Expo ( <a href="#">online</a> ).
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### Oman

- **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

<b>Media Release</b>	ADNEC Marks Global Exhibitions Day, 6 June 2017 (print).
<b>Videos</b>	Wilbert Heijmans, Managing Director, Info Salons Middle East & Turkey, United Arab Emirates ( <a href="#">online</a> ).
	Saif Mohamed Al Midfa, CEO of Expo Centre Sharjah, United Arab Emirates ( <a href="#">online</a> ).
	H.E. Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah, United Arab Emirates ( <a href="#">online</a> ).



- **Abu Dhabi National Exhibitions Company**

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



## 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: AAXO's 'Serving the industry' training day, 6 June 2017 ( <a href="#">online</a> ).
	#GED17 Showcase: Freeman's Insights Paper, 5 June 2017 ( <a href="#">online</a> ).	Global Exhibitions Day is just a week away, 30 May 2017 ( <a href="#">online</a> ).
		#GED17 Showcase: EEAA rallies government, launches video, 26 May 2017 ( <a href="#">online</a> ).
		#GED17 Showcase: Extend Vision creates GED board game, 25 May 2017 ( <a href="#">online</a> ).
		#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> ).
	Exhibitors	Global Exhibitions Day is June 7, Activities Scheduled in 45 Countries, 1 June 2017 ( <a href="#">online</a> ).
	PR Newswire	Grupo Radar & TV se prepara para o Global Exhibitions Day #GED17, 26 May 2017 ( <a href="#">online</a> ).
	TradeFairs International	Global Exhibitions Day 2017, 2 May 2017 (print).
	TSNN	Global Exhibitions Day (#GED17) will celebrate June7, 29 May 2017 ( <a href="#">online</a> ).
<b>Blogs</b>	GES Blog, Global Exhibitions Day – Making an impact, 5 June 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>	Adam Charles, SVP Managing Director, Freeman XP Asia Pacific ( <a href="#">online</a> ).	
	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> ).	

### 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. At the end, they will 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 their members in the 8 new destinations.

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

Info Salons is demonstrating how exciting the exhibition industry is by having all the teams in different offices globally participate in a social media photo campaign. The campaign will highlight how much individual team members "Love Their Jobs" with a quote on what drives their interest in the



*industry. The campaign is aimed at encouraging new job seekers to consider the exhibition industry as their career. The campaign is then shared on Twitter or 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 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.*

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

### **Global Exhibitions Day Awards**

*Exhibition World has launched the inaugural Global Exhibitions Day Awards, celebrating the diverse creative initiatives occurring globally around 7 June. The Global Exhibitions Day Awards, endorsed by the global association for the exhibition industry UFI, will be assessed by a panel of judges from EW and UFI. Categories will 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 get 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 will publish a series of blogs and features online in the run-up to the big day. Got plans for #GED17 you want to shout about? Nominate your initiative by emailing [thall@mashmedia.net](mailto:thall@mashmedia.net).*

**UFI – The Global Association of the Exhibition Industry-** [www.ufi.org/ged](http://www.ufi.org/ged)

<b>Articles</b>	M+A UFI News	One week to go until Global Exhibitions Day, 31 May 2017 ( <a href="#">online</a> ). Organiser and exhibitor training on #GED17, 29 May 2017 ( <a href="#">online</a> ). The innovative power of tradeshow, 15 May 2017 ( <a href="#">online</a> ). Counting down to #GED17, 9 May 2017 ( <a href="#">online</a> ).
<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> ).	
<b>Video</b>	Dr. Andreas Gruchow, UFI President and Member of the Managing Board Deutsche Messe AG, Hannover ( <a href="#">online</a> ).	

**UFI, with over 700 members in 84 countries, we bring together those who build, maintain, and support the world's market places: trade show organizers, venue owners and operators, service providers, and national as well as international associations of our industry. UFI is in the driver's seat for GED17 and has and continues to (among others):**

- Created a GED toolkit, together with the GED partner associations, with exhausting materials all displaying the strength of our global exhibition industry
- Launched a GEDQuiz on social media where global and local exhibition industry facts were shared
- Produced multiple video statements and written quotes from industry professionals about opportunities that our 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 this year and encouraged all UFI members to integrate the invitation to participate in their events.
- Connected national associations with professionals who want to participate in GED activities in specific region
- Rose awareness about the exhibition industry in over 60 countries so far and it is still increasing
- Drives and engages in the 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"!

# #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.



www.ufi.org/ged | Email: GED@ufi.org | Twitter: @GED\_2017  
WeChat ID: UFI Official | Facebook: Global Exhibitions Day | YouTube: http://www.UFI.TV

## 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.



www.ufi.org/ged | Email: GED@ufi.org | Twitter: @GED\_2017  
WeChat ID: UFI Official | Facebook: Global Exhibitions Day | YouTube: http://www.UFI.TV

## 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.



www.ufi.org/ged | Email: GED@ufi.org | Twitter: @GED\_2017  
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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.



www.ufi.org/ged | Email: GED@ufi.org | Twitter: @GED\_2017  
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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."*

**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."

**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."

(\*) 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)