

## Global Exhibitions Day (GED) celebrations are just three weeks away!

- GED to take place on 6 June 2018
- 41 industry associations to take part
- 4 core advocacy messages to drive this year's communications

Paris, 17 May 2018: GED is a celebration of the exhibition industry as a whole and everyone who works in it – and it's just three weeks away! Always held on the first Wednesday in June, this year's celebrations are scheduled for 6 June.

GED is actively supported by 41 associations as of today, and coordinated by UFI, the Global Association of the Exhibition Industry. GED aims to raise awareness on a global scale of the exhibition industry, how it benefits the economy, and the variety of career opportunities it has to offer. As with previous GED events, industry professionals and students around the world have been very active in the GED online campaign and many organisations are also preparing local events for GED18.

Corrado Peraboni, UFI's President, says: "The GED initiative started in 2016 and the number of participants has grown rapidly over time. Exhibitions are a unique marketing tool for companies and provide a high return on investment for participants as well as the territories where they are held. The exhibition industry deserves stronger recognition and GED is the perfect opportunity to do this!"

Participating associations around the world are uploading their GED18 activities to the dedicated website [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org). There are all kinds of planned initiatives on there already, including the Leaders Forum Dinner in Australia organised by EEAA; the Global Exhibitions Run in France put in place by UNIMEV; 'The Power of Italian Exhibitions' campaign ran by AEFI in Italy, the Russian Exhibition Industry Conference in Russia organised by RUEF; and lobbying efforts to legislators in the US through IAEE. Germany's AUMA has also aligned its annual "Messetreff" event with GED.

It's great to see so many of us getting involved in the run up to GED18 on 6 June. The event has been celebrated and promoted across the globe. Delegates have demonstrated their support for GED throughout all kinds of events, including Ungerboeck's annual event in Disneyland Paris (France), the IEIA Open Seminar in Hyderabad (India), the UFI European Conference in Verona (Italy) and the UFI Asia-Pacific Conference in Kuala Lumpur (Malaysia).

GED18 materials provided by UFI's GED task force have been translated into multiple languages to ease global communication and advocacy within the exhibition Industry. In addition, Buenos Aires Tourist Board (Argentina), Informa (Brazil), Eventbox (Iran) and many more have joined the GED18 Talent Campaign and shared their "job quotes" with potential future industry employees. A series of interviews focusing on the dynamic working environment offered by the exhibition industry, have been carried out with employees from La Rural Exhibition Center (Argentina), GES (EMEA), Oman Convention & Exhibition Centre (Oman), Poznan International Fair (Poland), MEEC Maastricht (The Netherlands) and many more. In addition, multiple industry professionals have produced videos showcasing various jobs across the industry. All these videos are available on [www.ufi.tv](http://www.ufi.tv).

GED18 materials prepared by the GED task force cover the following four advocacy messages:

- Exhibitions are a large global industry
- Exhibitions are an effective and sustainable way of doing business
- Exhibitions can contribute to a sustainable world
- The exhibition industry offers a variety of job opportunities

Wherever they are based, exhibition colleagues can download and use all of the campaign materials from [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).

**Attachments:**

- GED logo
- 'The global exhibition industry in numbers' infographic

Full list of GED partners can be found on our website [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).

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

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