

Global Exhibitions Day 2020

- Global Exhibitions Day 2020 has become the single largest day of awareness and advocacy for the exhibition industry ever
- Global Exhibitions Day 2020 had participation from 114 countries and regions
- The key message of GED2020 “exhibitions are key to rebuilding economies” continues as we re-open for business
- Global Exhibitions Day 2021 will be 2 June

Paris, 4 June, 2020 – The 5th edition of Global Exhibitions Day (GED) 2020 spread the message “exhibitions are key to rebuilding economies” across the globe. From videos to meetings with policy makers, webinars to hybrid events, webcast to social campaigns, bingo, cakes, virtual running parties, and more, people and organisations from at least 114 countries/regions got involved in GED2020.

Governments around the world revisited policies towards exhibitions, while GED activities and messages were being spread across the world. Over the past few days, New Zealand decided to allow events of all sizes to take place again beginning the second week in June. Greece announced exhibitions can restart 1 July. Germany announced event logistic companies and companies connected to trade shows and events are eligible for funds from a €25B fund set up to assist with COVID-19 related revenue loss. As well, in the US state of Texas, it was declared that exhibitions and convention centres can reopen now at 50% of their usual occupancy.

Over the course of the GED campaign, UFI was able to track* 8,376 mentions, through unique posts and messages, that had a potential reach of 715m people. Thousands of people participated live in at least 21 webinars and hybrid events, and on 3 June, as well as in the lead-up, many more activities, celebrating the people and power of exhibitions, took place throughout the industry.

Mary Larkin, UFI President & President of Diversified Communications USA, said, “I am astounded with the participation in this year’s Global Exhibitions Day. Our unique industry took-up the challenge to make sure we were seen and heard by policy makers and by our customers. As exhibitions begin to restart across the world, we will reconnect and rebuild businesses. As an industry, we must take the momentum and awareness we’ve generated into the next phases of our advocacy work.”

Much like the exhibitions and events that the industry hosts, GED was a day for showcasing our industry, as well as having a bit of fun and sharing our stories. Some of the most prominent actions during GED2020 were the “voices of the exhibition industry” quote cards, the GED celebration videos, and the memorable moments in exhibitions added to the map on globalexhibitionsday.org.

“This year’s GED put into the spotlight both the size and passion of our industry and the importance of exhibitions in economic recovery. It was also an opportunity to see the diversity and multicultural nature of exhibitions and our industry,” said Kai Hattendorf, CEO of UFI. “There are important movements going on now to fight racial injustice. Exhibitions, and those in the industry who run them, should reflect the best of our societies, diversity, equality, openness, and a curiosity of what’s beyond our own sphere. As an industry that brings people together, we condemn racism and we stand in solidarity with those who fight it.”

The work of spreading the key messages of GED2020 will continue throughout the year, and the next Global Exhibitions Day will be held on 2 June 2021.

(...)

A few highlights from GED2020 by the region in which it originated

Asia-Pacific

[Exhibition and Event Association of Australasia \(EEAA\)](#) – held a hybrid event from the ICC Sydney studios with over 800 participants. Claudia Sagripanti, EEAA Chief Executive said, “The clear message that came out of yesterday’s webinar is that the Australian business events industry is ready to restart face-to-face events under Government approved CovidSafe operating guidelines and a confirmed date from Federal and State Governments is required as a matter of urgency.” said Ms Sagripanti.

[Informa Markets Asia](#) – shared a video about how they are ready to connect and rebuild.

[Indian Exhibition Industry Association \(IEIA\)](#) – organised several facets to their GED2020 celebrations, including a robust social media campaign with their members showing support for exhibitions. Also, the IEIA hosted an e-interaction on the ‘Future of Exhibitions,’ with Mr. Rajesh Agrawal, IAS, Executive Director, India Trade Promotion Organisation (ITPO), Mr. Darpan Jain, IAS, Joint Secretary, Ministry of Commerce & Industry, Govt. of India, Mr. S. Balasubramanian, President, Indian Exhibition Industry Association (IEIA) and Mr. Bhupinder Singh, Honorary Secretary, Indian Exhibition Industry Association (IEIA).

[Macau Fair & Trade Association](#) – challenged people around the global to participate in MICE bingo.

[Malaysian Association of Convention and Exhibition Organisers and Suppliers \(MACEOS\)](#) – held a webinar with the Malaysia Convention & Exhibition Bureau (MyCEB), Malaysia External Trade Development Corporation (MATRADE), and Informa Markets, to understand the plans that are going to be put in place to assist exhibitions and conferences industry to recover and grow.

[Shanghai New International Expo Center \(SNIEC\)](#) – shared a video of how they plan to welcome people safely back to events

Middle East & Africa

[Association of African Exhibition Organisers \(AAXO\)](#) – shared an endorsement from Mmamoloko Kubayi-Ngubane, Tourism Minister for South Africa, “The South African Government recognises the contributions of the exhibition and business events industry to our economy. On this Global Exhibitions Day, I commit to working with all key stakeholder to ensure a smooth reopening of exhibitions under the industry’s new safety protocols.” They also ran an advocacy campaign with its members about the importance of exhibition platforms.

[Dubai World Trade Center](#) – shared facts about the huge size, scale and impact of the international events sector.

Europe

[73 Media](#) – produced an original song and music video, “Lockdown”.

[Association of the German Trade Fair Industry \(AUMA\)](#) – Shared the economic impact of German shows along with quotes from exhibitors about how critical trade fairs are to Germany.

[La Asociación de Ferias Españolas \(AFE\)](#) – published a study, prepared by Oxford Economics with help from UFI, about the economic impact of exhibitions in Spain.

[Comexposium](#) – teams shared how “they connect” through a series of team videos.

[Easyfairs](#) – produced a video about reconnecting communities and rebuilding economies.

[GES](#) – helped industry professionals run, cycle, and walk across the world with a virtual tracker.

[GL Events](#) – Shared a video showcasing their mission of bringing people together.

[Feria Valencia](#) – President of the Generalitat Valenciana, Ximo Puig, visited and spoke at the venue.

[International Federation of Exhibition & Event Services \(IFES\)](#) – ran a campaign with its members centered on “We Keep the Distance for Fast Recovery”.

[International Exhibition Logistics Association \(IELA\)](#) – ran a “together stronger” social media campaign with its members.

[Italian Exhibition and Trade Fair Association \(AEFI\)](#) – produced two videos showcasing the pride of Italy, eager to restart from its greatness, talent and work, through the strength of the Italian Fairs.

[Messe München](#) – produced a study on the economic importance of trade fairs in the city.

[Tarsus](#) – shared quotes from their current and future leaders about what they love about the industry.

[Women in Exhibitions & Exhibition News](#) – hosted a webinar looking at the dearth of women in C-Level roles and asked why there are not more female leaders in the exhibition industry today.

Americas

[La Asociación Internacional de Ferias en América \(AFIDA\)](#) – held a conversation with the tourism authorities for the Ibero-Americas region, Dr. José Manuel Restrepo, Colombian Minister of Commerce, Industry and Tourism; Dr. Matías Lammens, Argentinian Minister of Tourism and Sports; Dr. Isabel Oliver, Spanish Secretary of Tourism, Dr. Mónica Zalaquett, Chilean Deputy-Secretary of Tourism, and Dr. Andrés López Valderrama, President of CORFERIAS (Centro Internacional de Negocios y Exposiciones de Bogotá).

[Canadian Association of Exposition Management \(CAEM\)](#) – held a virtual event “connecting with colleagues over coffee.”

[Cvent](#) – shared support for an industry that unites people through a series of photos.

[Diversified Communications](#) – shared messages of happy exhibitions day from their homes to our homes.

[International Association of Exhibitions and Events \(IAEE\)](#) – hosted a virtual day of action.

[Meetings Panama](#) – hosted a webinar about exhibitions being key to economic recovery.

[Society of Independent Show Organizers\(SISO\)](#) – Held “Town Hall 2.0: Continuing the Conversation”, which continued the conversation about the impact that COVID-19 has had on the tradeshow industry around the globe.

By no means is this an exhaustive list. Please visit globalexhibitionsday.org to see more of the activities that celebrated GED2020.

Key supporters of GED 2020 :

AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Singapore), AFIDA (Colombia), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Austria), CENTREX (Hungary), CFI (Italy), EEAA (Australia), EEIA/EMECA (Belgium), EFU (Ukraine), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Switzerland), IFES (Belgium), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macau), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SCEIA (China), SECB (Singapore), SISO (USA), TECA (Taiwan), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

*Metric Calculations

Mentions - unique posts including terms: Global Exhibitions Day, #GED2020, or #GED20

Potential reach – followers to a second degree, i.e. if you follow UFI, you would be a second-degree follower of content, so items that show on your social feed saying “UFI liked”

Webinars & Hybrid events – were submitted to UFI via the [reporting tool](#) or ged@ufi.org.

These figures are accurate at the official end of GED 2020, 3 June 23:59 UTC-12, but will continue to be added and collated over the coming days.

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade 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 more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 1,000 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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