

Tomorrow is Global Exhibitions Day 2020

- Global Exhibitions Day is tomorrow – 3 June 2020
- The key message for GED2020 is “exhibitions are key to rebuilding economies’
- The 5th annual celebration is already the biggest and most international day of advocacy and awareness the industry has ever seen
- Everyone in the industry is encouraged to participate

Paris, 2 June, 2020 – Global Exhibitions Day (GED) 2020 takes place tomorrow, 3 June. The key message of GED 2020, “exhibitions are key to rebuilding economies,” has already spread to 109 countries/regions, has a social reach of 5.3m people, and is supported by the major players in the exhibition industry, making this the largest and most important day of advocacy and awareness of the global exhibition industry to date.

From Afghanistan to Zimbabwe, the exhibition industry is coming together through videos, webcast, pictures, media, social campaigns, government endorsements, and more, in a coordinated effort to focus on the critical role exhibitions play in getting business and economies back on track.

Kai Hattendorf, CEO of UFI, the Global Association for the Exhibition Industry, stated, “As the world readies itself to recover economically from the COVID-19 pandemic, market places and meeting places are key. These platforms are celebrated each year on Global Exhibitions Day. We are delighted to see the significant resonance of the message, inside and outside the industry, that we have a critical role to play in reconnecting and rebuilding communities and economies.”

The entire exhibition industry is encouraged to take part on 3 June. GED, coordinated by UFI, is actively supported and promoted by 41 partner associations and their respective members. GED 2020 aims to unify the industry, share hope and optimism, and focus on the important role of exhibitions in reconnecting and rebuilding communities and economies.

Get involved

- Share and engage with #GED2020 on social media
- Share photos of you and your colleagues with the [GED logo](#)
- Share stories from your exhibition, a lunch of a product, a notable person who attended your show, a quote from an exhibitor, some great ROI stat ... ([add to map](#))
- Create your own “voices of the exhibition industry” card and share your thoughts on the future of the industry ([template](#))
- Organise, or attend, a [GED event](#)
- Ask your government officials for endorsement and recognition of exhibition industry
- Come up with your own idea and celebrate your day how you want!

For everything needed to get involved with GED 2020, visit globalexhibitionsday.org.

(...)

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).

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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