



**GLOBAL
EXHIBITIONS
DAY #GED2020**
GLOBALEXHIBITIONSDAY.ORG

Global Exhibitions Day 2020

Overview



HIGHLIGHTS

Contents

- Introduction & Theme
- Key Figures
- Policy Actions and Endorsements
- Webinars
- Social Media Campaigns
- Voices of the Exhibition Industry
- Videos
- Map
- Fun & Creativity
- Photos
- Support

Introduction & Theme



Global Exhibitions Day (GED) 2020 was the single largest day of awareness and advocacy for the exhibition industry ever. During the 5th annual edition, people and organisations from 116 countries joined in to share one core message - “Exhibitions are Key to Rebuilding Economies” – and that message reverberated over 722 million times.

GED 2020 was a unification of the industry, an occasion to share hope and optimism, and a focus on the important role of exhibitions in reconnecting and rebuilding communities and economies.

We’ve created the momentum. Now, let’s keep it going as exhibitions re-open all over the world and we bring back the marketplaces industries need to restart.

Exhibitions are
Key to
Rebuilding
Economies

Single – focused – key message

Key Success Figures



116

countries



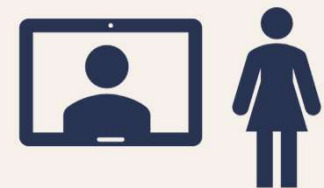
722m

reach



8,376

unique pieces
of content



21

events



“

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 an industry, we must take the momentum and awareness we've generated into the next phases of our advocacy work. ”

Mary Larkin
UFI President & President of Diversified Communications USA

Policy Actions and Endorsements



GED messages and actions were supported by officials in many countries. We saw positive statements of endorsement of the industry in India, South Africa, and Turkey. We engaged in dialogue with government officials from Argentina, Bogota, Chile, Colombia, India, and Spain through webinars and e-interactions.

As well, in New Zealand, Greece, and the US state of Texas announcements were made about the restarting of events, and Germany made announcements about aid measures that will be applicable for the exhibition industry.



His Holiness Pope Francis & Kai Hattendorf



Ximo Puig President of the Generalitat Valenciana

Shri Nitin Jairam Gadkari, Hon'ble Minister of MSME and Road Transport & Highways, India

"Exhibitions are surely important economy boosters "

Ruhsar Pekcan, Minister of Trade, Turkey

"I celebrate the "Global Exhibitions Day" of all the partners of the Exhibition industry which has a significant impact on the social and economic progress of countries. I strongly believe that the industry will manage to alter the adversity created by Covid-19 pandemia into an opportunity of which they all take advantage."

Mmamoloko Kubayi-Ngubane, Tourism Minister, 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."

Webinars



Since GED2020 took place when most of the world was still in some form of physical distancing, many activities were conducted online. There were at least 21 webinars, hybrid events, Facebook Lives, Zooms, and Tweet-ups, for people to get together and discuss.

Examples



IEIA - India



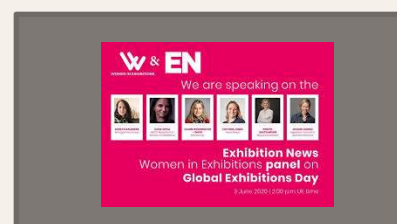
EEAA - Australasia



SGTIH Vistula Business Council -Poland



AFIDA - Latam



Women in Exhibitions & EN - UK



SISO - USA



“Exhibitions and business events are the key to rebuilding economies, and there has never been a more important time to highlight the sector’s capability to restart business activity – a top priority for companies and Governments in the current climate. ”

Claudia Sagripanti, EEAA Chief Executive, during Re-imagine, Re-engage, Re-connect event

Social media campaigns



For many organisations, GED meant a time to connect with members and colleagues in different regions. We saw some fantastic social media campaigns showing how we all stay connected even when we are apart.



@GED_2020



Ufi.tv



Global Exhibitions Day

Examples



Comexposium
Let's Connect



Messe Düsseldorf
Quotes from Event Directors



IFES
We keep the distance for fast recovery



VNU
Teams Celebrate GED



IELA
Together Strong



CTICC
Shares hope for the future

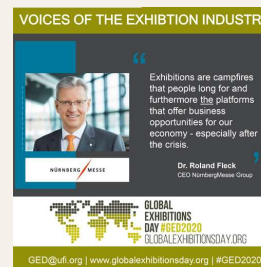
We equipped GED supporters with key messages, stats, and figures

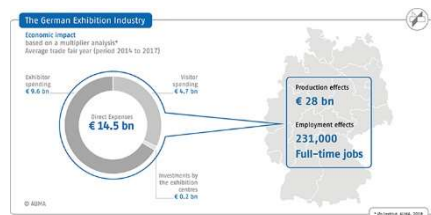


Voices of the Exhibition Industry



Many people shared with their voice, their thoughts for the future, their believe in face-to-face, and hopes for the industry during this year's GED.



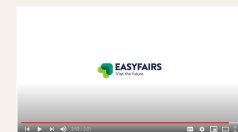
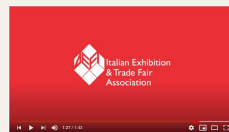


As well as global stats and information, many organisations shared information about how exhibitions impact them, closer to home.

Videos



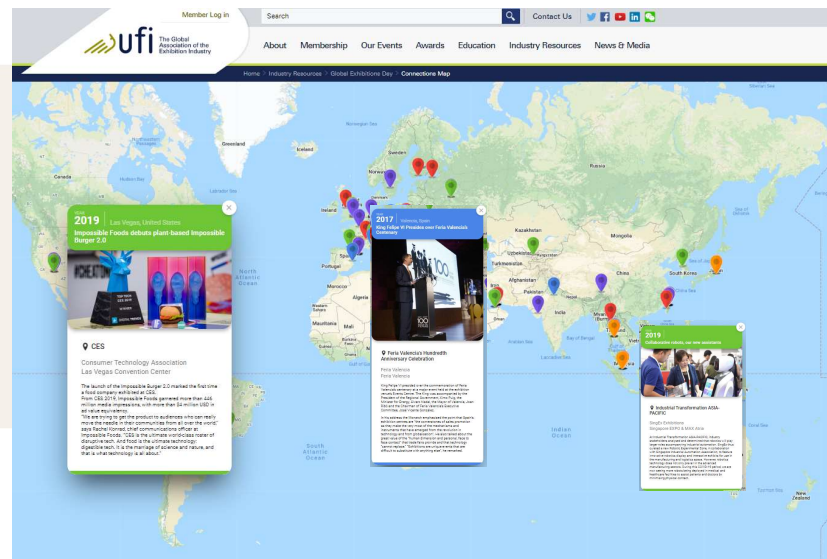
GED2020 was the year of the video. We saw some many beautiful, creative, and compelling videos celebrating the industry. [Click](#) to view the full playlist.



Map



Teams around the world submitted significant moments that happened at their exhibitions throughout time. The stories on this map show how exhibitions connect communities, build businesses, and contribute to economies.



Click [here](#) to see over 200 memorable moments

Fun & Creativity



For many organisations, GED meant a time to connect with members and colleagues in different regions. We saw some fantastic social media campaigns showing how we all stay connected even when we are apart.

Examples



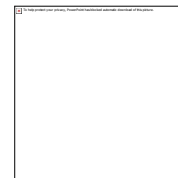
Music Video



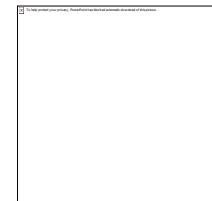
Cake



GED Bingo



Run



Crossword



#Eventprofs got Talent

Photos



Every year, we always love seeing the people and teams behind the scenes of these great exhibitions. Click [here](#) to see more.



Thank you for your support



Every year, we see growing support for Global Exhibitions Day. We'd like to thank each and every person who planned a campaign, shot a video, sent an email, posted on Facebook, attended a webinar, or retweeted a picture. Your contributions were seen and heard, and made a huge difference in spreading the message "exhibitions are key to rebuilding economies."

We'd like to particularly thank below associations and organisations that offer support for GED:

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).

“GED2020 was the biggest and most international day of awareness and advocacy our industry has ever seen, and we are going to use the momentum, and keep up the efforts to spread the message of the important role of exhibitions in rebuilding business throughout the year.”

Kai Hattendorf, CEO, UFI

Mark your calendar for the next
Global Exhibitions Day
2 June 2021

UFI Headquarters /
European Office

17, rue Louise Michel
92300 Levallois-Perret
France

T: +33 1 46 39 75 00
F: +33 1 46 39 75 01
info@ufi.org

UFI Asia - Pacific
Regional Office

Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China

T: +852 2525 6129
F: +852 2525 6171 asia@ufi.org

UFI Middle East - Africa
Regional Office

Info Salons Middle East Office
Sheikh Zayed Rd, City Tower 2,
Office 2001A PO Box 58580
Dubai, United Arab Emirates

T / F: +971 (0)4 331 7180
mea@ufi.org

UFI Latin American
Regional Office

Corferias, Cra 37 # 24-67
Auditorium Second Floor
Bogota, Colombia

T: +571 3445486
anamaria@ufi.org

UFI Diamond Sponsors



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YouTube: www.ufi.tv

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