# Global Exhibitions Day 2020

## Overview

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Introduction & Theme

Global Exhibitions Day (GED) 2020 was the single largest day or 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.
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.

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 pandemic 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
AFIDA - Latam
Women in Exhibitions & EN - UK
SGTIH Vistula Business Council - Poland
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
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:

- Comexposium
- IFES
- IELA
- Messe Düsseldorf
- VNU
- CTICC

Quotes from Event Directors:

- "Let’s Connect" by Comexposium
- "We keep the distance for fast recovery" by IFES
- "Together Strong" by IELA
- "Messe Düsseldorf" by Messe Düsseldorf
- "Global Exhibitions Day" by VNU
- "CTICC Shares hope for the future" by CTICC

揠結文的自願者們，其中一位在德國柏林的稱之為 "Let’s Connect"。
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.
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.
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](https://www.ufi.org) to see over 200 memorable moments
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.
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), AFECIA (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