



The Latin American Exhibition Industry & COVID-19

Government support for the exhibition industry

Government support for businesses in general

Actions taken by the exhibition industry to support the COVID-19 crisis

updated 07/10/2020

This document lists support from Latin American country governments to businesses in general, and the exhibition industry in particular. We hope that by gathering together examples of financial and other support for the exhibition industry already implemented around the world, it will encourage other governments and policymakers to do the same in their respective markets.

Exhibitions and trade shows are the fastest of fast-tracks to economic recovery once the coronavirus crisis has passed, and they will deliver the best return on investment now. We have also listed examples from around the world of how the exhibition industry can support this crisis, converting exhibition halls to temporary hospital wards, and other initiatives.

More info at: www.ufi.org/coronavirus // <http://blog.ufi.org>

Key – Exhibition industry only **Wider business support**

Country	Govt Programme / activity	Primary Source	Secondary Source	More info / external URLs	Support from exhibition industry	More info / external URLs
Argentina	<p>Different measures to support companies</p> <p>Argentinean government approves the protocol guidelines produced by AOCA</p>	<p>Argentinean government 7/10/2020</p> <p>AOCA 20/07/2020</p>			<p>Tecnopolis, is being converted into a hospital with 2.500 beds in its 20.000 sqm to treat non-complex patients. The facility is not being used for this purpose yet. 10/03/2020</p> <p>Espacio Duam (Neuquen Province) already set as a 300 beds medical facility to treat non-complex patients. The facility is not being used for this purpose yet 10/03/2020</p> <p>Centro de Convenciones de Salta already set as a hospital with 140 beds to treat patients that are in recovery. The facility is not being used for this purpose yet</p>	<p>Clarín</p> <p>Rionegro Province</p> <p>Salta Government</p> <p>La Voz (Media)</p>

					<p>10/03/2020</p> <p>Cordoba Convention Bureau to donate health supplies 10/03/2020</p> <p>La Rural Predio Ferial and Costa Salguero offered their facilities to the local and national government in case they need them. No requests from the governments yet to deploy this type of facility. 10/03/2020</p>	
Bolivia	Different measures to support companies (flexibility in tax and loan payments)	Bolivian government 7/10/2020			<p>Feicobol (Tarija) will be used as a logistic supply center.</p> <p>Fexpocruz will set up a 3.000 sqm pavilion to attend COVID19 patients. The venue is not being used for this purpose yet. 10/03/2020</p>	Santa Cruz State Government
Brazil	Government support measures to support the economy	Brazilian government 7/10/2020 Portal Radar				

	<p>Ministry of Tourism presents protocols for the event industry</p> <p>Rio de Janeiro state releases approval for the event Industry reopening</p> <p>Rio do Grande do Sur approves the reopening of exhibitions</p> <p>Sao Paulo State releases approval for exhibitions reopening</p> <p>Sindiprom delivered a common agreement to support MICE companies. (Salary reduction, flexibility of payments)</p> <p>UBRAFE calculated the non-economic impact of 120 days</p>	<p>5/06/2020</p> <p>Portal Radar 1/10/2020</p> <p>Portal Radar 29/09/2020</p> <p>Portal Radar 24/09/2020</p> <p>UBRAFE (Portuguese) 10/3/2020</p> <p>UBRAFE has not posted this</p>			<p>UBRAFE/ABRACE/ABEOC presents protocols for the event industry 03/06/2020</p>	<p>Portal Radar 03/06/2020</p>
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	without exhibition activity in the country, R \$ 5,9 thousand millions	information. Sent to me internally			<p>- Rio Centro Exhibition Center to become a hospital. The facility is not being used for this purpose yet 10/03/2020</p> <p>Anhembi Exhibition Pavilion (São Paulo) to become a hospital with 1.800 beds. The facility is not being used for this purpose yet 10/03/2020</p> <p>-Parque Ibirapuera to be ready on May 1st offering 7.500 sqm of health facilities and 240 beds to treat noncomplex patients. 10/03/2020</p>	<p>Oglobo (media)</p> <p>Anhembi</p> <p>Notiamerica</p>
Chile	<p>Different measures to support companies</p> <p>Chilean government approves protocols for the events industry</p>	<p>Chilean Government 7/10/2020</p> <p>Chilean government 15/06/2020</p>			<p>Espacio Riesco already set as a hospital with 3.000 beds to treat non COVID19</p>	<p>El Mostrador</p>

					<p>patients. The facility is not being used for this purpose yet 10/03/2020</p>	
Colombia	<p>Different measures to support companies</p> <p>Colombian government approves the protocol for the event industry</p>	<p>Colombian Government 7/10/2020</p> <p>Health Ministry 7/10/2020</p>			<p>Asoeventos (Events National Association) will deliver the impact of COVID19 in the events industry in Colombia on April 3rd 3/4/2020</p> <p>Corferias (Bogotá) already set as a hospital with 500 beds to treat non COVID19 patients. Other 4.500 beds are expected to be set in the coming months. The venue is not being used for this purpose yet. 10/04/2020</p> <p>Plaza Mayor Medellin (Medellin) offered its venue to support the national government in the crisis. No request from the local government yet to deploy this type of facility. 10/03/2020</p>	<p>Asoeventos</p> <p>RCN</p> <p>El Tiempo</p>

					Expofuturo (Pereira) already set as a health facility to treat non COVID 19 patients. The facility will be used when needed from the local government. 10/03/2020	El Espectador
Costa Rica	<p>Different measures to support companies (e.g. suspension of contracts and less daily working hours reducing salary wages)</p> <p>Costa Rican government approves the protocol for the reopening of the event industry</p>	<p>Costa Rican government 5/04/2020</p> <p>Costa Rican government 22/08/2020</p>			<p>Costa Rica Convention Center to deploy a Virtual Collaboration Platform offering networking and education to unemployed people.</p>	Costa Rica C.C
Ecuador	Different measures to support companies (flexibility in tax and loan payments)		CNN	CNN Latin America		

	Ecuadorian government approves the protocol for the reopening of the event industry	Ministry of Tourism of Ecuador 27/05/2020			<p>Centro de Convenciones Metropolitano (Quito) will be ready on May 7th as a health facility with 400 beds to treat medium complexity covid19 patients</p> <p>5 other venues in 4 cities in Ecuador are contemplating the option of becoming health facilities.</p> <p>Quito: (Centro de Exposiciones Quito, , Quorum), Guayaquil (ExpoGuayaquil), Loja (Expo Lola), Ambato (Ambato Convention Center)</p>	El Comercio
El Salvador	<p>Different measures to support companies 4/04/2020</p> <p>Summary of support measures</p>	<p>SELA 22/09/2020</p> <p>El Salvador.com</p>	Agencia EFE	Agencia EFE	<p>A new hospital is being built within CIFCO's parking lot (2.000 beds, and a ICU unit). Project to be ready at the end of April.</p>	Noticias

	El Salvador government approves the protocol for the reopening of the event industry	10/08/2020				
Guatemala	Different measures to support companies Support measures to all industries Guatemalan government approves the protocol for the reopening of the event industry	SELA 30/09/2020 Guatemala CVB 19/08/2020	CNN Latin America	CNN Latin America	Parque de la Industria de Guatemala already being used as a hospital if the country surpasses more than 8.000 cases.	Revista Construir
Honduras	Different measures to support companies Support measures Honduran government	SELA 22/09/2020 CANATUR 10/08/2020	CNN Latin America	CNN Latin America		

	approves the protocol for the reopening of the event industry				Expocentro (San Pedro Sula) already set as a health facility with 400 beds to treat covid19 patients. The facility is not operating yet.	La Prensa
Mexico	<p>Government support measures to all economy</p> <p>The National government is working on an emergency package of MX\$25.00 million to support a million of SMEs from all industries. 15/04/2020</p>	El Financiero 5/10/2020	CNN Latin America	CNN Latin America	<p>Expo Guadalajara is operating as a food collector center</p> <p>Queretaro Convention Center already set as a temporary facility for patients recovering from COVID19</p> <p>Centro de Convenciones de Chiapas to be set as a temporary facility to treat COVID 19 patients.</p>	<p>Jalisco Government</p> <p>Milenio</p> <p>El Herald</p> <p>Infobae</p>

					<p>Centro de Convenciones de Merida, Yucatan Siglo XXI already set as a temporary facility to treat up to 500 patients</p> <p>Citibanamex (Mexico City) already set as a 500 beds temporary facility to treat covid19 patients”</p>	El Universal
Panama	<p>Different measures to support companies</p> <p>Panama government approves the protocol for the reopening of the event industry</p> <p>National MICE Association presents protocols</p>	<p>Panama government 15/06/2020</p> <p>Ministry of Tourism 29/06/2020</p> <p>APPCE 17/06/2020</p>			<p>Centro de Convenciones Amador’s parking lot already in use as a place to take covid19 tests.</p>	Milenio
Paraguay	National emergency law contemplates USD\$400 million to support the private sector.		CNN Latin America	CNN Latin America		

	<p>Government measures to support economic recovery</p> <p>Paraguayan government approves the protocol for the reopening of the event industry</p>	<p>La Nacion 25/09/2020</p> <p>Hotelier/SENATUR 20/07/2020</p>			<p>Conmebol Convention Center already set as a hospital /temporay facility to treat covid19 patients. The facility is not being used yet.</p>	<p>Conmebol</p>
Peru	<p>Different measures to support companies</p> <p>Government support measures</p>	<p>SELA 30/09/2020</p>	<p>CNN Latin America</p>	<p>CNN Latin America</p>		
Uruguay	<p>Different measures to support companies</p>	<p>Uruguayan government</p> <p>SELA 30/09/2020</p>	<p>Uruguayan government</p>		<p>Antel Arena offered its venue to support the national government in the crisis. . No government request yet to deploy this type of facility.</p>	<p>El Observador</p> <p>El Pais</p>

					<p>Predio Rural del Prado already being used as a health facility with 100 beds</p> <p>Centro de Convenciones Punta del Este offered its facility to the government. No government request yet to deploy this type of facility.</p>	
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