



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE



The Global
Association of the
Exhibition Industry



EUROPEAN
MAJOR
EXHIBITION
CENTRES
ASSOCIATION
AISBL

The European 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 15/1/2021 – if you have more examples, please [email us](#)

This document lists support from the EU and EU member 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 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: <http://www.exhibition-alliance.eu/> // www.ufi.org/coronavirus // <http://blog.ufi.org>

Key – Exhibition industry only Wider business support (new)

Country	Govt Programme / activity	Primary Source	Secondary Source	More info / external URLs	Support from exhibition industry	More info / external URLs
EU	<p>4th Amendment to the Temporary Framework for State Aid Measures</p> <p>State aids – temporary framework (English)</p> <p>Escape clause to the Stability and Growth Pact (English)</p> <p>Coronavirus Response Investment Initiative (English) – €25 billion initially, now €37 billion using unspent European Structural and Investments funds for 2019. The exact amount available per each country are mentioned in each single letter available here.</p>	<p>EU Commission</p> <p>EU Commission</p>	<p>EU Member States must implement those schemes in each country</p>	<p>Communication from the Commission (Page 9)</p> <p>Website on the Coronavirus Response summarising all initiatives in all fields. (English)</p>	<p>Funding for up to €3m for uncovered fixed costs for organizations whose business has been reduced or suspended by COVID-19.</p> <p>Ready to receive inputs from the Exhibition Industry on how to better support them</p>	<p>EEIA: Summary of the web conference (English)</p>

	<p>€750 billion Pandemic Emergency Purchase Programme (PEPP) (English)</p> <p>Measures to support bank liquidity conditions and money market activity (English)</p> <p>ECB Banking Supervision provides temporary capital and operational relief in reaction to coronavirus (English)</p> <p>EIB Group will rapidly mobilise up to EUR 40 billion to fight crisis caused by Covid-19 and calls on Member States to set up a further guarantee for SME and mid-cap support from EIB Group and national promotional banks (English)</p>	<p>European Central Bank</p> <p>European Investment Bank</p>	<p>EU Member States must implement those schemes in each country</p> <p>EU Member States must implement those schemes in each country</p>			
Austria					Messe Wien (Vienna) adding 3,100 hospital beds to cope with hospital overflow	Messe Wien (English)

Country	Govt Programme / activity	Primary Source	Secondary Source	More info / external URLs	Support from exhibition industry	More info / external URLs
Belgium	Different measures to support companies	Belgian Govt		Belgian Government (French)	Easyfairs offered their 10 exhibition venues in Belgium, Holland and Sweden to the relevant authorities	Link (English)
Denmark	<p>COVID-19: limited amounts of compensation – scheme for cancelled, deferred or substantially modified large events.</p> <p>€12m compensation for organisers</p> <p>EU Commission approves Danish guarantee scheme for SMEs affected by Coronavirus outbreak</p>	<p>EU Govt</p> <p>Danish Govt</p> <p>Danish Govt</p>	<p>Danish State budget</p> <p>EU Commission</p> <p>EU Commission</p>	<p>EU Govt</p> <p>EU Commission (English) Danish Business Service (Danish)</p> <p>EU Commission (English)</p>		
France	<p>Different measures to support companies</p> <p>EU Commission approves French schemes to support economy in Coronavirus outbreak</p>	<p>French Govt</p> <p>French Govt</p>	<p>EU Commission</p>	<p>French Government (French)</p> <p>EU Commission (English)</p>		

Country	Govt Programme / activity	Primary Source	Secondary Source	More info / external URLs	Support from exhibition industry	More info / external URLs
<i>Germany</i>	<p>Different measures to support companies</p> <p>EU Commission approves German measures to support economy in Coronavirus outbreak</p> <p>EU Commission approves German direct grant scheme to support companies affected by coronavirus outbreak</p> <p>EU Commission approves German guarantee measure to further</p>	<p>German Govt</p> <p>German Govt</p> <p>German Govt</p>	<p>EU Commission</p> <p>EU Commission</p> <p>EU Commission</p>	<p>AUMA (German)</p> <p>German Government (German)</p> <p>EU commission (English)</p> <p>EU commission (English)</p>	<p>Koelnmesse (Cologne) to set up a distribution centre for medical supplies</p> <p>Messe Berlin to build 1,000 bed hospital</p>	<p>Link (English)</p>

	support economy in coronavirus outbreak	German Govt		EU commission (English)		
Country	Govt Programme / activity	Primary Source	Secondary Source	More info / external URLs	Support from exhibition industry	More info / external URLs
<i>Italy</i>	<p>Covid-19: support measures for the Congress and Fairs industry</p> <p>Different measures to support companies</p>	<p>EU Govt</p> <p>Italian Govt</p>	Italian State Budget	<p>EU website</p> <p>Italian Government (Italian)</p>	<p>Fiera Milano (Milan) adding 400 hospital beds</p> <p>Fiera Bergamo (Bergamo) adding 300 hospital beds</p> <p>VeronaFiere donation of €50,000 to emergency services appeal</p>	<p>link, link2 and official website (Italian)</p> <p>Link (Italian)</p> <p>Link (Italian)</p>
<i>Netherlands</i>	Different measures to support companies	Dutch Govt		Dutch Government (English)	MECC Maastricht – Expansion of Maastricht UMC+ for 250 beds	Link (English)
<i>Poland</i>	Different measures to support companies	Polish Government		Polish newspaper (English)	PTAK Warsaw Expo offered all venue (150,000 sqm) for use as field hospital	
<i>Portugal</i>	EU Commission approves €3 billion Portuguese guarantee schemes for SMEs and midcaps	Portuguese Govt	EU Commission	Portuguese government (Portuguese)		Link (English)

	affected by Coronavirus outbreak			EU Commission (English)		
<i>Russia</i>						
<i>Spain</i>	Different measures to support companies	Spanish Govt		Local Newspaper (English)	Fira Barcelona (Barcelona) giving one pavilion to host homeless people	Link (Spanish)
<i>Spain</i>	EU Commission approves €20 billion Spanish guarantee schemes for companies and self-employed affected by coronavirus outbreak	Spanish Govt	EU Commission	Spanish Govt (Spanish) EU Commission (English)	Fira Barcelona gives 2 tonnes of food to sup kitchens IFEMA (Madrid) adding 3.000 hospital beds, hosting homeless people and allowing the use of the kitchen facilities Feria Valencia (Valencia) will host 800 “fallas”, gigantic cardboard monuments considered a World Heritage Site by UNESCO, in their pavilions	Link (English) Link, 2, 3 (Spanish) Link (Spanish)
<i>Switzerland</i>	Different measures to support companies 4.5 million CHF for SMEs in trade fairs and events industry	Swiss Government Swiss Government		Swiss Government (DE, FR, IT) Switzerland Global Enterprise (DE, FR, IT)	Palexpo (Geneva) is going to have an army hospital in its facilities and it is allowing the use of the kitchen facilities	
<i>UK (Outside EU)</i>	Ongoing petition from events industry for specific govt support Govt support for businesses: VAT	Industry Supplier UK Govt		Petition.org (English)	Excel London – “Operation Nightingale” to become a temporary NHS Hospital. Initially 500 beds with scope to increase to 4000.	Link (English)

	exemption, covering 80% of redundant workers' salaries (up to £2,800). However, no support for freelancers/self-employed				<p>NEC – Birmingham will become NHS Nightingale hospital</p> <p>Harrogate Central to become NHS Nightingale Hospital</p> <p>Manchester Central to become NHS Nightingale Hospital</p>	<p>BBC Link (English)</p> <p>Link (English)</p> <p>Link (English)</p>
--	--	--	--	--	---	---

More info at: <http://www.exhibition-alliance.eu/> // www.ufi.org/coronavirus // <http://blog.ufi.org>