

The sixth annual Global Exhibitions Day will take place on 2 June 2021

- GED 2021 celebrates the safe return of exhibitions and their role in accelerating economic recovery
- Everyone associated with the global exhibition industry is encouraged to recognise the day

Paris – 9 March 2021: Global Exhibitions Day (GED) recognises the important role that trade exhibitions play in driving economies throughout the world. The COVID-19 pandemic has had significantly detrimental, and potentially lasting, effects on the global economy, across nearly all business sectors and regions. Exhibitions have traditionally played a role in bolstering and growing economic sectors, but this year they will play a new role – rebuilding and recovering communities.

The 2021 GED campaign will focus on just how instrumental exhibitions are in creating platforms for growth and recovery, while also instilling confidence in others to participate in organised events that prioritise safety and success in equal measure.

While the event is hosted by the global association of the exhibition industry, UFI, all members of the sector are encouraged to join the GED celebrations on 2 June by recognising the impact of exhibitions on local economies – both in building businesses and connecting people all around the world.

Anbu Varathan, UFI President says: “Now in its sixth year, GED is a perfect opportunity to celebrate the exhibition industry and raise the sector’s profile as one of the most vital contributors to economic recovery. Let’s celebrate Global Exhibitions Day together on 2 June 2021!”

From videos to meetings with policy makers, webinars to hybrid events, webcasts to social campaigns, virtual running parties, and more, UFI would like to invite all event industry professionals and enthusiasts to get ready for and get involved in the many different events that will be taking place around the world – and help make GED2021 the best Global Exhibitions Day yet!

How to contribute to this year’s GED, and become part of a dynamic global community:

- Regularly visit www.globalexhibitionsday.org for updates and developments
- Join a local GED2021 initiative or be inspired to set up your own
- Follow GED2021 on social media via Twitter, Facebook, YouTube, WeChat and LinkedIn
- Encourage peers and colleagues to participate

As in previous years, GED partners have been collaborating on this important day of advocacy for the exhibitions industry, and UFI will soon share the results of this ongoing collaboration on the GED2021 website.

For more information and regular updates, visit www.globalexhibitionsday.org

List of #GED2021 partner associations under the UFI umbrella:

AAXO, AEFI, AEO, AFE, AFECA, AFIDA, AMPROFEC, AOCA, AUMA, CAEM, CEFA, CENTREX, CFI, EEAA, EEIA, EFU, EMECA, EXSA, FAIRLINK, FAMAB, HKECIA, ECA, IDFA, IECA, IEIA, IELA, IFES, LECA, MACEOS, MFTA, PCEI, RUEF, SACEOS/SECB, SCEIA, SISO, TEA, TECA, TFOA, UBRAFE and UNIMEV.

Attachments:

- [GED2021 logo with date](#)
- [GED2021 logo with hashtag](#)

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 83 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.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org