

Global Exhibitions Day 2021

- Global Exhibitions Day (GED) 2021 becomes the single largest day of awareness and advocacy for the exhibition industry ever
- Around 110 countries and regions participate
- GED 2021 celebrates the safe return of exhibitions and their role in accelerating economic recovery
- Next year's GED will take place on Wednesday 1 June 2022

Paris, 3 June 2021 – The sixth ever Global Exhibitions Day, which took place on 2 June 2021, spread the message that “exhibitions are the fastest of fast tracks to economic recovery” across the globe. GED 2021 demonstrated the unity of the industry and proved that exhibitions create platforms for growth and recovery, whilst also instilling confidence in others to participate in organised events that prioritise safety and success in equal measure.

It's clear that 2021 is a pivotal year for the global exhibition industry. Exhibitions generate €493 billion (US\$551 billion) in business sales each year. In addition, visitors and exhibitor expenses generate a total of €299 billion (US\$334 billion) across the exhibition industry value chain (organisers, venues and service providers) and in tourism-related activities (accommodation, food and travel).

The rollout of the vaccine is making it possible to reconnect again on the show floor. Markets are starting to reopen around the world and events are taking place again in Europe, the United States and Asia. The industry is ready to be better than ever!

From videos to meetings, from webinars to hybrid events, from webcasts to social campaigns and virtual contests, and more, people and organisations from around 110 countries/regions participated in GED 2021.

The global reach online is at the same level as in previous years (final figures detailing the online reach will be available in the GED documentation in a few weeks). Over the course of the GED 2021 campaign, we saw a real appetite across the industry to meet again, as people participated live webinars and hybrid events for GED, while many more activities celebrating the people and power of exhibitions took place throughout the industry, leading up to and on the day.

Anbu Varathan, UFI President, says: “participation in this year's Global Exhibitions Day has been amazing! GED 2021 definitely is a unification of the industry, presenting the opportunity to share hope and optimism, and to focus on the important role of exhibitions in reconnecting and rebuilding communities and economies. We've seen thousands of event professionals celebrating across the globe, and saying how proud they are to be part of the industry and how much they value face-to-face events. This memorable day raises awareness, as we demonstrate our passion, purpose and power!”

Much like the exhibitions and events that the industry hosts, GED is a day for showcasing our industry, whilst also having fun and sharing stories. Some of the most prominent activities during GED 2021 were the “voices of the exhibition industry” quote cards, GED celebration videos and people sharing their memorable moments in exhibitions.

“This year's GED celebrates recovery and resilience. The engagement of event professionals has put a spotlight on both the size and passion of our industry. It's also been an opportunity to see the creativity, diversity and multicultural nature of exhibitions,” says Kai Hattendorf, UFI's CEO. “We are business event professionals, and the best prepped sector in the world to set up and run exhibitions and business events safely, with top-class procedures in place. Exhibitions are ready for you, and are better than ever!”

The key messages from GED 2021 will continue to be shared throughout the year, and the next Global Exhibitions Day will take place on 1 June 2022.

REGIONAL HIGHLIGHTS FROM GED2021

ASIA-PACIFIC

BITEC shared a [social media campaign](#) to “celebrate the power of exhibitions, now more than ever”

BIEC Bengaluru shared their [campaign video](#)

China Trade News published [an article](#) also available on UFI’s WeChat account

EEAA held the [Global Exhibitions Day Summit](#) at the ICC Sydney

FAKT Exhibitions Pakistan shared [a video on social media](#)

Indian Exhibition Industry Association organised a special webinar on the occasion of Global Exhibitions Day - and shared their social media campaign “[Together we will Win](#) & [Voices of the Exhibition Industry](#)”

Informa Markets India shared their [social media campaign](#) “[Voices of the Exhibition Industry](#)”, [#ThisIsMe social media campaign](#) and published a dedicated press release

HKCEC shared their [social media campaign](#).

Messe Nanjing shared a [video](#)

Shanghai Exhibition & Convention Industry Association shared [a wonderful video of their team celebrating the day](#)

VNU Asia Pacific, Bangkok Thailand, shared [a social media campaign](#)

EUROPE

Agility Fairs & events shared [a video with the Rise Again campaign](#)

AUMA published an [article online](#) entitled “Exhibitions are ready for you” as part of their social media campaign.

AFE Spanish Trade Fairs Association shared [a video](#) of the Minister of Industry, Trade and Tourism, Reyes Maroto in support of GED.

Baku Convention Center [interviewed the leading organiser of exhibitions and conferences in Azerbaijan](#)

Comexposium shared their [Voices of Exhibition campaign](#)

Clarion Events celebrated GED [on their social media](#)

Cosmoprof shared a [social media post](#) to celebrate Global Exhibitions Day!

EEIA published a [position paper](#) in honour of Global Exhibitions Day

The European Innovation Council and SMEs Executive Agency (EISMEA) of the European Commission promoted internationalisation of smes and startups through their participation in tradeshows [on a video](#)

EMECA shared their [“Voices of the Exhibitions Industry” quotes](#)

Excel London shared [a social media campaign](#) with portrait of their team explaining why they love this fantastic industry!

Expocast launched a challenge with this simple question: how many exhibition industry acronyms do you know? and [shared a video](#)

Expoplatform shared a [video](#) and their GED social media campaign: “[Voices of the Exhibition Industry](#)”

Fira Barcelona published a media release “[Fira Barcelona is celebrating Global Exhibitions Day to coincide with its return to on-site activity](#)” and [a video](#)

European-based **IELA** shared their creative “RiseAgain” [social media campaign](#) encouraging events professionals to take selfies with the sun rise beyond them!

Informa Markets shared [a video](#) celebrating GED and shared it during their internal awards ceremony

MTP Grupa shared a [GED celebration video](#).

Reed Exhibitions shared a [video on social media](#) and created [a fabulous story](#), showcasing customers from 4 of their recent events, and pushed it on LinkedIn, Facebook, Instagram and twitter:

RUEF and Russian Convention Bureau united to celebrate GED during [a breakfast at Expoforum in St Petersburg](#)

The ETT Club created a social media campaign entitled “[Spurring Innovation Rebuilding Economies](#)”

MIDDLE EAST & AFRICA

ADNEC promoted the safe return of exhibitions via [a social media campaign](#)

CTICC shared their #GED2021 [social media campaign](#) to create awareness.

dmg events shared [a video](#) showcasing live events that took place at the Dubai World Trade Centre

New Horizon shared their [social media campaign](#) as part of “Voices of the Exhibition Industry”

Qatar Business Events Coporation shared their [social media campaign](#) and pictures of their team and GED 21 letters on top of their building

Riyadh Exhibitions Company Ltd promoted unity through [a social media campaign](#)

AMERICAS

AIFEC created a [social media campaign](#) with a strong message of support for Global Exhibitions Day

AFIDA held a [live stream on YouTube and Facebook](#) discussing the importance of exhibitions and trade fairs

Corferias submitted a #GED2021 [campaign on social media](#), and launched their trade show calendar on Global Exhibitions Day with high-level representatives from the public and private sectors

Diversified Communications celebrated GED on [social media](#)

Exhibitions Conferences Alliance – held their [Legislative Action Day](#), advocating in digital meetings with US lawmakers.

Emerald supported GED2021 via [social media posts](#)

FexpoCruz shared a [video](#)

GL Events Chile shared a [video](#)

Meetings Panama scheduled an [Instagram live stream](#) involving UFI’s Regional Director for Latin America

Messe Frankfurt Argentina shared [a video](#) on social media

Reed Exhibitions Brasil shared [an inspiring video](#) and **Reed Exhibitions USA** published their [Voices of Exhibition campaign](#)

Rego [supported the return of events](#)

Tarsus Group shared [Voices of Exhibition](#) on social media

TSNN published an article “[GED 2021 Celebrates resiliency and recovery](#)”

By no means is this an exhaustive list; visit globalexhibitionsday.org to see more ways people celebrated GED2021

Key supporters of GED 2021:

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.

***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.*

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