

# The seventh annual Global Exhibitions Day will take place on 1 June 2022

- This year will mark the seventh edition of Global Exhibitions Day
- GED 2022 celebrates the role of exhibitions in accelerating the pace of economic recovery
- The community is eager to see each other again and to meet new people
- As COVID-19 restrictions end, the industry anticipates a strong and quick recovery
- Everyone associated with the global exhibition industry is encouraged to recognise the day

Paris – 15 March 2022: Global Exhibitions Day (GED) recognises the important role that trade exhibitions play in driving economies throughout the world. Exhibitions have traditionally played a role in bolstering and growing economic sectors, and this year is no exception!

The 2022 GED campaign will focus on the irreplaceable value of physical exhibitions and face-to-face business events in creating platforms for economic growth and recovery, as well as being the perfect occasion to network and meet new people.

While the event is facilitated by the Global Association of the Exhibition Industry, UFI, all businesses and professionals in the sector are encouraged to join the GED celebrations on 1 June 2022 by highlighting the impact of exhibitions on local economies – both in building businesses and connecting people from around the world.

“We have seen many examples of trade shows taking place all over the world. Many of you participated in Global Exhibition Day (GED) activities in the past. Let’s make use of this excellent platform for the industry to celebrate collaboration, invest in advocacy efforts and recognise success,” said Monica Lee-Müller, UFI President, “Let’s celebrate Global Exhibitions Day together on 1 June 2022!”

From videos and meetings with policymakers, to webinars and hybrid events, to webcasts, social campaigns, virtual running parties, and more, UFI is inviting all event industry professionals and enthusiasts to get ready for, and get involved in the many different events that will take place around the world – and help make GED2022 the best Global Exhibitions Day yet!

How can you contribute to this year’s GED and be part of a dynamic global community?

- Regularly visit [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org) for updates and developments
- Join a local GED2022 initiative or be inspired to set up your own
- Follow #GED2022 on social media via Twitter, Facebook, YouTube, WeChat and LinkedIn
- Share photos of you and your colleagues with the GED logo - [click here to download](#)
- Share stories from your exhibition, a product launch, a notable person who attended your show, a quote from an exhibitor, or ROI statistics
- Create your own “voices of the exhibition industry” card and share your thoughts on the future of the industry ([template available here](#))
- Ask your government officials for endorsement and recognition of the exhibition industry
- Come up with your own idea and celebrate the day how you want!

As in previous years, GED partners work together to advocate for the exhibitions industry.

Thanks to our partner associations supporting #GED2022:

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.

Thanks to Clarion Events, Comexposium, Diversified Communications, Emerald, Informa Markets, Reed Exhibitions (RX) and Tarsus, joining forces in order to recognise the important role that trade exhibitions play in driving economies throughout the world.

For more information and regular updates, please visit [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).

Attachments:

[- GED2022 logo with date](#)

[- GED2022 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.

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