

Global Exhibitions Day is just four weeks away

- 1 June 2022 is Global Exhibitions Day (GED)
- GED 2022 celebrates the irreplaceable value of physical exhibitions and face-to-face business events in bringing people together and driving the global economy
- Everyone associated with the global exhibition industry is encouraged to recognise the day

Paris, France – 3 May 2022: Global Exhibitions Day (GED) 2022 is four weeks away. This 1 June, GED focuses on the irreplaceable value of physical exhibitions and face-to-face business events in bringing people together, creating opportunities, and driving the economy. It is a recognition of the power of face-to-face events to create platforms for economic growth and recovery. It will also be an occasion to network and meet other people.

Serving businesses and communities globally, trade show organisers and associations are back in business and stronger than ever. Thanks to the strength of its community, the exhibitions industry has made a remarkable comeback highlighting the value of in-person events.

Events are seeing levels of attendance similar - if not higher – to those before the pandemic. Some shows are even bigger now than they were before the pandemic. In addition to their trust and support, exhibitors and participants proved people want to meet to share ideas, products, and innovations; to be inspired, share best practices, and discuss challenges. The spirit of connection and collaboration are at the heart of our industry’s purpose.

Monica Lee-Muller, UFI President says, “With GED on 1 June fast approaching, let’s join hands to once again put our industry in the spotlight. The 2022 GED will focus on the irreplaceable value of physical exhibitions. After the prolonged pandemic, it’s perfect timing to advocate the contribution of exhibitions to local and global economies. I look forward to your active participation.”

To support preparations and to provide a strong, unified message to stakeholders worldwide, UFI has facilitated the creation of a website with relevant data on the [economic impact of exhibitions](#), as well as ways [to get involved](#). It includes an interactive map that showcases GED-related events taking place worldwide. UFI is inviting everyone to submit their event, meeting, and gathering associated with GED. Further, UFI is running a content campaign, including customizable and interactive activities, to promote key messages around GED 2022.

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.

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

- Regularly visit www.globalexhibitionsday.org for updates and developments
- Join a local GED2022 initiative or be inspired to set up your own
- Add your event to the GED map [here](#) and let's bring together our stories to show how exhibitions connect people and build businesses.
- Follow [#GED2022](#) on social media via Twitter, Facebook, YouTube, WeChat and LinkedIn
- Share photos of you and your colleagues with the GED logo
- 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

- 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!

This day of advocacy is supported by more than 40 national and international industry associations and facilitated by the Global Association of the Exhibition Industry, UFI. 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, 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 questions, please contact: ged@ufi.org

To learn more about Global Exhibitions Day, please visit www.globalexhibitionsday.org

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 780 member organisations in 83 countries around the world are presently signed up as members. Over 900 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