

Tomorrow is Global Exhibitions Day 2022

- Global Exhibitions Day (GED) takes place tomorrow, 1 June 2022
- GED 2022 celebrates the role of exhibitions in accelerating the pace of economic recovery
- Everyone associated with the global exhibition industry is encouraged to participate

Paris, 31 May 2022 – Global Exhibitions Day 2022 takes place tomorrow, 1 June and 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.

This 1 June, GED sends the message that everyone in the exhibitions industry – from individuals and professionals to businesses and associations – is working to empower people and businesses, creating opportunities for millions around the world to each make a difference and to make their voices heard.

The GED 2022 campaign, which has already engaged audiences in more than 60 countries/regions, is supported by major players in the exhibition industry. We expect engagement to grow significantly and to make it the largest and most important day of advocacy and awareness for the global exhibition industry!

From videos to meetings with policy makers, from face-to-face events to social campaigns – and much more – UFI would like to invite all event industry professionals and enthusiasts to get involved in the many different events that will be taking place around the world, to help make GED 2022 the best Global Exhibitions Day yet!

In her address to the global exhibitions industry for Global Exhibitions Day, Monica Lee-Müller, UFI President, says: “Our industry’s resilience to adversities is amazing. I must thank and acknowledge the foresight of our colleagues who initiated Global Exhibitions Day, seven years ago. Every year, as we celebrate GED, we highlight the tangible impact of exhibitions on global economies, and the tangible value to unite people from all different countries and cultures around the world. This year’s GED, on 1st June, will be the perfect occasion to put the spotlight on us once again. Happy Global Exhibitions Day!” [Click here to view the video.](#)

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 <http://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 – [click here](#)

- 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!

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.

Attachments:

- [Quote from Monica Lee-Müller, UFI President 2022](#)
- [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 820 member organisations in 86 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