

Global Exhibitions Day 2022

- Global Exhibitions Day (GED) 2022 becomes the single largest day of awareness and advocacy for the exhibition industry ever
- More than 100 countries and regions participated in the day
- Next year's GED will take place on Wednesday 7 June 2023

Paris, 3 June 2022 – The seventh edition of Global Exhibitions Day (GED) took place on 1 June 2022, celebrated and promoted the role of face-to-face business events in driving the global economy. Exhibitions have always played a role in bolstering and growing economic sectors – and this year has been no exception. This year's GED campaign focused on the irreplaceable value of physical exhibitions and face-to-face business events in creating platforms for economic growth and recovery. It also provided the perfect occasion to catch up, network, and meet new people.

As the world moves past the pandemic, the industry is seeing the re-emergence of face-to-face events. Indeed, through global participation both in-person and online, Global Exhibitions Day 2022 reached new audiences, showing the true power and growth of this industry. It demonstrated that everyone in the exhibitions industry – from individuals to businesses and associations – has a role to play in creating professional, educational, and financial opportunities.

In the lead up to the day and during, according to UFI's numbers*, the GED campaign reached more than 800 million people around the world by the campaign online alone - through unique social media and web posts, messages and comments. In Italy, Spain, and Macau, the campaign activated major endorsements from senior government officials and economic and foreign affairs ministers. From conferences and debates, to breakfasts and social gatherings, to group photos and creative videos, and more, tens of thousands celebrated the people and the power of the exhibitions industry.

Monica Lee-Müller, 2022 UFI President, says: "It's been amazing to see so many people participating in this year's Global Exhibitions Day! GED 2022 has recognised and celebrated the spirit of innovation and resilience across the industry. It's been a chance to showcase who we are as an industry and the vital role we play. We've seen thousands of event professionals across the globe celebrating, expressing their pride at being part of the industry, and reiterating the value of face-to-face events. This is a keystone day for the industry, by raising awareness of our passion, purpose and power! From videos to meetings, from events to social campaigns and more, industry professionals and organisations from more than 100 countries/regions have showcased the tangible impact of exhibitions on global economies, the intangible value of uniting people from different countries and cultures, and our proactive contribution to sustainability."

Much like the exhibitions and events that the industry hosts, GED 2022 has showcased what the industry can offer, including our ability to tell inspiring stories. Some of the most prominent actions during this year's GED have been the 'Voices of the Exhibition Industry' quote cards, celebration videos and the memorable exhibition moments added on globalexhibitionsday.org.

The mission to share the key messages from GED will continue throughout the year, and a date is already in place for next year's event, on **7 June 2023 – traditionally the first Wednesday in June**.

HIGHLIGHTS FROM GED 2022, BY REGION

ASIA-PACIFIC

Exhibition & Event Association of Australasia [hosted a 'Breakfast with Champions of Industry'](#) to commence their GED celebrations. UFI Regional Director, Mark Cochrane, attended the event, and shared his thoughts on the future of the industry during a panel discussion in front of an engaged live audience.

Hong Kong Exhibition & Convention Industry Association (HKECIA) [organised their annual conference](#) at the Hong Kong Convention and Exhibition Centre. [HKECIA](#) welcomed over 130 members in person, and committed to putting sustainability at the forefront of the Association's remit.

Indian Exhibition Industry Association (IEIA) [spearheaded a national campaign](#) highlighting the 'X factor' of exhibitions, titled 'EXhibitions=EXponential Growth'. As part of the campaign, IEIA [organised an in-person networking meetup](#), bringing together stakeholders of the Indian Exhibitions industry to share their viewpoints and suggestions for the development of the sector in supporting the country's economic growth and the government's vision of building a self-reliant nation, while also enjoying the opportunity to meet again face-to-face for business discussions.

Macau Fair & Trade Association (MFTA) [celebrated GED](#) in-person by planting 1,000 high-quality berry trees to promote sustainability and Net Zero Carbon initiative.

Thailand Convention and Exhibitions Bureau partnered with the Thai Exhibition Association to hold [an in-person event](#) at the Royal Paragon, welcoming members and entrepreneurs in the Thai exhibition industry.

Bangkok International Trade and Exhibition Centre celebrated (BITEC) shared [a photo on their social media channels](#) of their team posing together in-person with the letters #GED2022. BITEC also used the international day's momentum to launch their campaign for environmental conservation with SCG Packaging Public Company Limited (SCGP), another step forward for sustainability and positive change within the industry.

Borneo Convention Centre Kuching (BCCK) [shared a collage of images](#) to signify their pride at being part of an industry that can stimulate economic and business growth.

China and Hong Kong Koelnmesse [shared images](#) of their team celebrating GED together in-person in their local office.

Coex Convention and Exhibition Center (Coex) shared [a statement](#) from their CEO on their role in spurring the future growth of the industry.

Hong Kong Convention and Exhibition Centre (Management) Limited (HKCEC) [shared a video](#) of staff members around the world celebrating GED.

IMPACT Exhibition and Convention Centre Bangkok [shared images](#) of their team's GED celebrations in the office.

Informa Markets India [shared a post](#) showcasing their Mumbai team's GED celebrations via social media and [spoke to stakeholders](#) about the importance and value of face-to-face exhibitions.

Informa Markets Japan [shared images](#) of their Tokyo team's GED celebrations.

Informa Market Thailand [shared inspiring quotes](#) from their team.

Iteca Exhibitions [shared a video](#) celebrating the future success of the industry and the businesses it supports.

Malaysia Convention & Exhibition Bureau (MyCEB) [shared a video](#) expressing their hopes on further collaborating with the global community and driving the industry forward.

Malaysia International Trade and Exhibition Centre (MITEC) [shared a video](#) looking forward to nation-building to further fortify the Malaysian economy.

Messe Frankfurt India [shared a 'Voices of the Exhibition Industry' post](#) on the role of exhibitions as influencers of global markets, where people and businesses come together to introduce new trends to the world.

MEX Exhibitions [shared a video](#) showcasing how trade fairs and exhibitions play an important role in driving global economies.

RX India [celebrated GED](#) and the return of the face-to-face meetings.

Shenyang New World Expo shared [a video](#) on recovery and growth in relation to the exhibition industry.

Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) [shared a video](#) celebrating the magic of face-to-face connections and their aim to create a sustainable future, together.

Taiwan International Trade Shows has announced the [2022 International Exhibition Elite Forum](#), which will be organised by the Bureau of Foreign Trade and implemented by TAITRA Global.

The Asian Federation of Exhibition and Convention Associations (AFECA) [shared a post](#) and [video message](#) from its President, Dato' Vincent Lim, where he endorsed GED and its role in promoting and supporting the economic growth and recovery of the exhibition industry.

Tokyo Big Sight shared a special [GED video](#) in support of the event industry.

Visit Singapore Business Events [shared a video](#) celebrating the return of in-person business events and exhibitions in Singapore and their role in driving economic growth and recovery.

VNU Asia-Pacific [celebrated GED](#) by turning the spotlight on the people behind the scenes through their 'Voices of the Exhibition Industry' campaign.

World Trade Center Metro Manila (WTCMM) shared [an inspirational statement](#) on the strength of the industry"

WTC Binh Duong organised the '[WTC Lifestyle – Here comes the sun of knowledge](#)' series of activities in-person to further develop the exhibition services in the Binh Duong province, and wider Vietnam.

MIDDLE EAST & AFRICA

Exhibition and Events Association of South Africa (EXSA) launched the '[EXSAllent Mystery Box Challenge](#)' in-person with live comedians, for professionals in Johannesburg and Cape Town, resulting in a whole host of fun and laughter.

Riyadh Exhibition Company [celebrated GED around an official lunch](#) at Hilton Riyadh Hotel and Residences with their team.

ADNEC Group [shared a video](#) highlighting Abu Dhabi's position as a leading destination for business tourism, and the vital role of this important sector in supporting economic prosperity.

[Africa Travel Week](#) celebrated one of the biggest industries in the world and its heroes.

Association of African Exhibition Organisers (AAXO) [promoted the value of exhibitions](#) in accelerating the pace of economic recovery through an advocacy campaign.

Cape Town International Convention Centre (CTICC) [ran a social media campaign](#) to recognise the important role that exhibitions play in stimulating economies around the world.

dmg events [shared a video](#) showcasing their teams' views on the importance of events for business, while dmg CEO Geoff Dickinson shared his own [celebratory GED statement](#).

Expo Center Sharjah, CEO Saif Mohamed Al-Midfa shared [a video](#) and reaffirm their mission to always keep their doors open to welcome the world.

IFP Group [shared a video](#) celebrating their role in an industry that brings people together to showcase, network and gain insight.

Oman Convention and Exhibition Centre [shared a video](#) showcasing the power and effectiveness of the industry.

RX Africa shared a 'Voices of the Exhibition Industry' [social media campaign](#).

EUROPE

Bilbao exhibition centre (BEC) had fun testing their knowledge through a [special GED quiz](#) in-person, with questions on their venue and sector.

European Major Exhibition Centres Association (EMECA) [celebrated their 30th anniversary and GED](#) focussing on the values, benefits and positive impacts of trade fairs and exhibitions for innovation, SMEs, industry and the regions.

At IMEX, **ExpoPlatform** [joined the GED celebrations](#) in-person and Barbara Weizsaecker and David Dubois participated in a panel during a dedicated GED Session.

Montgomery Group celebrated GED with [a face-to-face party in the mews](#) and Managing Director Damion Angus [shared a video](#) with his thoughts for GED2022.

MTP - Międzynarodowe Targi Poznańskie [supported a face-to-face meeting](#) for industry experts and students organised by Polska Izba Przemysłu Targowego, the Vistula School of Hospitality and the Student Scientific Circle of Business Tourism under the slogan 'Fair through the eyes of Generation Z', taking place at EXPO XXI Warszawa.

Osijek Fair, the Croatian Chamber of Commerce (HGK), and the magazine Suvremena trgovina, organised [an in-person conference](#) on the topic of "Transformation of the fair industry" at the Osijek Faculty of Economics.

[The Association of Event Organisers \(AEO\)](#) and the **[Exhibition Network](#)** invited event organisers to meet in-person for a drink in London on 1 June.

The Italian Exhibition and Trade Fair Association (AEFI) celebrated GED with a '[Made In Italy](#)' campaign and [an in-person conference in Rome](#) on the role of the Italian exhibition industry. The event welcomed major representatives of the Italian exhibition industry and Italian government including Luigi Di Maio, Minister of Foreign Affairs and Giancarlo Giorgetti, Minister of Italian Economic Development. The conference highlighted [the importance of the industry for the country](#).

Academia Fiera Milano [celebrated the future talents of the industry](#) by sharing the faces of their 16 Progea master students – who've all just secured internships!

Aluvision celebrated GED with a [sparkling video](#)!

Amber Expo ran a GED [social media campaign](#).

Asociación de Ferias Españolas (AFE) [shared an endorsement](#) from Spain's Minister of Industry, Trade and Tourism, Reyes Maroto, and published [an article](#) about the recovery of the industry.

CPI (informa markets) shared a [celebratory GED video](#) from their Executive Vice President.

CLAMAGERAN EXPOSITIONS [joined the celebrations](#) in-person and live from Place de la Concorde in Paris, France.

Exhibition Centre Liverpool [shared a video](#) showcasing why they love the industry and remembering some of the brilliant events they've hosted.

Exhibition World ran a celebratory GED campaign, [shared a series of CEO interviews](#) captured during the UFI European Conference 2022, and expressed their [#EN30underThirty](#) about the change they want to see and make in the exhibition industry.

Feria de Zaragoza [shared a video](#) highlighting the importance of the industry and its role as a driver of economic development and employment.

Fiera Bolzano - Meese Bozen [shared a video](#) using GED as an opportunity to celebrate their return with the statement: "we are back... and it feels so good!"

Fiera Milano [shared a statement](#) reaffirming fairs are a vital sector for the development of Italy's industrial policy.

GL Events [shared a video](#) showcasing crucial role of events in the economy and its ability to connect people from all over the world and create business opportunities.

HUNGEXPO - Budapest Congress and Exhibition Centre [shared a video](#) on the importance of exhibitions worldwide.

International Exhibition Logistics Association (IELA) ran a '[Together Stronger](#)' [social media campaign](#), encouraging members to share 'Voices of the Exhibition Industry – Meet the Logistics Suppliers' video messages.

International Federation of Exhibition & Event Services (IFES) [called upon their members](#) to theme their celebrations around their reunion in Amsterdam.

Messe Berlin [brought people together](#) from all over the world in a highly creative way.

Messe Düsseldorf GmbH [celebrated GED](#) showing the power return of the German trade fair industry.

NürnbergMesse GmbH celebrated GED with [a video](#) highlighting their events.

NuernbergMesse Greece/Cyprus SP took the opportunity to [thank everyone](#) who participates in their exhibitions around the world.

The **ETT Club** [celebrated GED](#) with its members via a social media campaign.

The NEC Birmingham [shared quotes](#) focussing on the value of the exhibitions.

Verband der deutschen Messewirtschaft (AUMA) [celebrated GED](#) through their #MesseMonatMai campaign and received [a congratulatory video message](#) from UFI Managing Director and CEO Kai Hattendorf.

Women In Exhibitions [shared a video](#) celebrating the women of the industry.

4foreverything [shared a video](#) explaining their particular vision of the sector.

AMERICAS

Buró de Convenciones de Guatemala and Eventia invited exhibition professionals to their first face-to-face '[Live Studio](#)' broadcast in two years from Guatemala City, featuring UFI's Latin America Regional Director Ana Maria Arango and David Hidalgo, General Director of IBTM Americas.

[Exhibition and Convention Executives Forum \(ECEP\)](#) visited the Walter E. Washington Convention Center, in Washington DC, to deliver a full day of networking opportunities, accentuated by provocative C-level presentations, for executives from independent and association organisers of business-to-business exhibitions and conventions. All participants [celebrated GED in a video](#).

Feira da Indústria dos Eventos Corporativos, Incentivos, Congressos, Feiras e Treinamentos & Desenvolvimento - FEIRA EBS [hosted a face-to-face panel](#) with UFI's Latin America Regional Director Ana Maria Arango at the MICE Brazil Congress on 'A new path in relations. Who are the relevant players?', which reflected on the new expectations of customers and suppliers.

La Asociación Mexicana de Profesionales en Exposiciones, Ferias y Convenciones (AMPROFEC) held [an offline conversation](#) about the new challenges of face-to-face events.

Corferias [shared a series of videos](#) celebrating those who have written their history in the event industry.

Diversified Communications [celebrated GED](#) and the return of in-person events!

Emerald [shared a glimpse](#) of their activity through some employee voices, including UFI Next Generation Leadership Grant winner Joseph Kowalsky.

Exhibition Place [shared a video](#) showcasing a better connected world between the industry and exhibitions.

Messe Frankfurt Argentina [shared a video](#) celebrating the recovery of the industry!

Panama Convention Center [shared a video](#) celebrating the industry.

RX USA [shared a video](#) highlighting the passion and purpose of their team in helping businesses and people grow and creating opportunities to drive the economy forward.

Tarsus Group [celebrated GED](#) and the return of in-person events through a series of 'Voices Of the Exhibition Industry' statements.

The National Trade Show Alliance launched the [Invisible Industry Tour](#) in Washington DC to shine the spotlight on the exhibitions industry, raising awareness and helping to create workforce development opportunities.

Trade Show Executive [published an article](#) entitled 'Resiliency and Optimism Prevail for Global Exhibitions Day'.

XS Worldwide [showed their pride](#) being part of the industry.

This is by no means an exhaustive list. Visit globalexhibitionsday.org to see more GED 2022 activities.

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, who joined forces to recognise the important role that trade exhibitions play in driving economies throughout the world.

*Metric calculations

- Mentions: unique posts including terms 'Global Exhibitions Day' and '#GED2022'
- Potential reach: second degree followers (i.e. those following UFI are second-degree followers, so items will appear on social feeds as 'UFI liked ...')
- Activities submitted to UFI via the [reporting tool](#) or ged@ufi.org

These figures were calculated at the official end of GED 2022, 1 June 23:59 UTC-12, but will continue to be added and collated over the coming days.

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. 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.

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