

One month until Global Exhibitions Day

- Global Exhibitions Day to be held on 7 June 2023
- Theme for this year is “We run the meeting places and marketplaces for everyone”
- Call for exhibition industry professionals to celebrate globally

Paris, 9 May 2023: In-person events have seen a strong comeback all around the world as industries and communities have reunited after the challenges of the global pandemic. The exhibitions and events industry is scaling up to meet demand, with investors and customers pushing the sector to grow and evolve. While the business model of exhibitions was challenged during the lockdowns, it has proven both its resilience and value proposition.

Against this backdrop, the 2023 Global Exhibitions Day (GED) will take place one month from now. Coming up on the 7th of June, we’re looking forward to further promoting and highlighting the importance that exhibitions have in all of our lives.

Set up in 2016, Global Exhibitions Day (GED) is held annually on the first Wednesday of June to drive visibility of the Exhibition Industry locally, regionally and on a global scale. In recent years, it saw activations and activities from industry players in over 100 countries and regions around the world.

This year, the main theme highlights that the exhibitions and events industry “runs the meeting places and marketplaces for everyone”. We’re shining a light on how integral our work is to the continuation of all businesses and industries. We hope to encourage greater recognition for the influence and effect on economy that exhibitions hold.

“Ever since we launched GED in 2016 as an industry, it has been growing in reach and relevance, and the campaign was crucial to keep decision makers aware of us throughout the dark times of the pandemic. Now, after the post-pandemic recovery, GED allows us to focus and highlight the critical role we play for every industry, every community that we serve. More than ever, we have the opportunity to be seen by policymakers and decision makers as the important sector that we are. I encourage everyone to join this year’s activities”, **says Michael Duck, UFI President.**

As in previous years, UFI is serving as the central project office for GED. To facilitate the community’s activities for Global Exhibitions Day 2023, UFI has prepared an online toolkit on [GED 2023](#) for interested parties to use when promoting GED.

All businesses and professionals in the sector are encouraged to join the GED celebrations on 7 June 2023 by highlighting the impact of exhibitions on facilitating the communication and collaboration of all types of industries and marketplaces.

How you can get involved:

- Share your GED23 activities and keep updated on industry preparations by visiting www.globalexhibitionsday.org
- Create or take part in a #GED2023 initiative

- Follow the hashtag #GED2023 on all social media platforms
- Share social posts promoting #GED2023 using the correct tags and logos
- Create posts that share stories, product launches, notable event attendees, quotes, and statistics
- Highlight the importance of exhibitions wherever possible
- Ask government officials for endorsement and recognition of the day

This day of advocacy is supported by more than 60 national and international industry associations and facilitated by the UFI, The Global Association of the Exhibition Industry. Thanks to all partner associations supporting #GED2023.

For questions, please contact: ged@ufi.org.

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

Attachment:

- [GED 2023 Logo](#)

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 85+ 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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