

Global Exhibitions Day 2024 theme and key pillars announced

- Ninth edition of Global Exhibitions Day to be celebrated on Wednesday 5 June 2024
- Theme to highlight sustainability efforts from across the industry along four key pillars
- Everyone invited to celebrate and help increase visibility of the exhibitions industry

Paris – 30 January 2024: The ninth edition of Global Exhibitions Day (GED) will be held on Wednesday 5 June 2024 under the theme “Exhibitions are catalysts to sustainable futures”. Celebrated annually on the first Wednesday of June, all interested in increasing the visibility of the exhibitions industry regionally and on a global scale are invited to participate.

The GED 2024 theme reinforces the role of exhibitions as platforms to bring people together face-to-face to connect, collaborate on global solutions aligned to the United Nations Sustainable Development Goals, and drive progress for economies worldwide.

Key Campaign Pillars

Four key messages underpin this year’s theme, including:

1. **Exhibitions drive progress:** Exhibitions are platforms to discuss, create and showcase solutions to our universal challenges.
2. **Exhibitions facilitate economic growth:** Exhibitions are engines of economic growth, connecting industries and driving job creation.
3. **Exhibitions are sustainable:** Exhibitions are a sustainable way to drive business and development, gathering communities in one place and managing our environmental impact.
4. **Exhibitions connect people:** Exhibitions are community builders, bringing people together face-to-face to connect, collaborate and contribute.

UFI President, Geoff Dickinson, comments: “The significance of this year’s Global Exhibitions Day theme on sustainability cannot be overstated. Exhibitions are indeed catalysts to sustainable futures, and the time is now for us to come together as an industry on 5 June 2024 to show that. I look forward to celebrating GED 2024 and invite all my colleagues and friends from around the world to do the same.”

Facilitated by UFI, the Global Association of the Exhibition Industry, all businesses and professionals in the sector are encouraged to join GED celebrations on 5 June 2024 by highlighting the impact of exhibitions on local economies – both in building businesses and connecting people from around the world.

How you can get involved

Resources and tools to help you celebrate GED 2024 can be found on the official event website, www.globalexhibitionsday.org. Some ideas on how to get involved include:

- Organise your own GED 2024 initiative and add them to the GED website.
- Ask your government officials for endorsement and recognition of the exhibition industry.
- Share your Global Exhibitions Day activities through social media with the hashtag #GED2024.
- Download the toolkit on the GED website and customise your own visuals using the GED logo or 'Voices of the Industry' card.
- Download and share the 'Global Economic Impact of Exhibitions' infographic from the GED website to highlight the relevance of our industry globally and regionally.
- Share GED 2024 theme and core messages with local media to increase awareness.

Thanks to our partner associations supporting #GED2024

This global day of advocacy is supported by over 70 national and international industry associations: AAXO, ABEA, ABEOC, AEFI, AEO, AESDAC, AEV, AFE, AFECA, AFEP, AFIDA, AIFEC, AKEI, AMEREF, AMPROFEC, AOCA, APPCE, ATFEOF, AUIEC, AUOCA, AUMA, BICEIA, CAEC, CAEM, CEFA, CENTREX, CLC-VECTA, CFI, ECA, EDPA, EEIA, EFU, EMECA, ESCA, ESSA, EXSA, EXPO EVENT, FAIRLINK, FEBELUX, FKM, fwd, GDFOA, HKECIA, IDFA, IECA, IEIA, IELA, IEOA, IFES, JEXA, LECA, MACEOS, MECA, MFTA, ON-GO, PCEI, SACEOS, SBE, SCEIA, SECA, SISO, SOKEE, SLAPCEO, SZCEA, TCEA, TEA, TECA, TFOA, UBRAFE, UNIMEV, and WTCA.

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

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

Attachments:

- [Global Exhibitions Day 2024 horizontal visual](#)
- [Global Exhibitions Day 2024 vertical visual](#)

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 more than 68 national and regional association members. More than 830 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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