

Ninth edition of Global Exhibitions Day celebrated worldwide

- Global Exhibitions Day (GED) 2024 continues to serve as the single largest day of awareness and advocacy for the exhibition industry
- GED message “exhibitions are catalysts to sustainable futures” reached audiences in over 100 countries and regions
- Next year’s GED will take place on **Wednesday, 4 June 2025**

Paris – 10 June 2024: The ninth edition of Global Exhibitions Day (GED) took place on 5 June 2024 under the theme “Exhibitions are catalysts to sustainable futures”. 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 with the United Nations Sustainable Development Goals, and drive progress for economies worldwide.

The four key messages of GED 2024 resonated with newer and wider audiences as it showcased the universal impact of exhibitions across multiple industries to drive progress, facilitate economic growth, connect people and as a sustainable way of doing business.

In the lead-up to and during GED 2024, according to UFI’s initial numbers*, global activations had an online reach of over 600k, with over 9,000 people interacting through social media posts, messages, and comments. The #GED2024 hashtag was widely used across the community to showcase the role and purpose of exhibitions in driving progress for people and the planet. The campaign also saw 3,000 trees planted across the Philippines, Madagascar, and Ecuador through a collaboration with Sustainability Partner EcoMatcher and Digital Marketing Partner snöball.

The campaign saw engagement with and support from government officials across the world, including Hong Kong, Italy, Macau, Singapore, and Washington DC. These endorsements and recognition are essential to reinforce the critical role of exhibitions in global and local economies.

Leading global organisers Clarion Events, Comexposium, Emerald, Informa, RX, and many others, weighed in on the economic significance and resilience of the industry, having experienced one of the most significant bouncebacks, proving that in-person connection is increasingly valued regardless of industry or geography. Industry associations from around the world came together to share the importance of GED and to encourage others in their respective communities to participate.

Geoff Dickinson, 2024 UFI President and CEO of dmg events, said: “It is so wonderful to see our community celebrating Global Exhibitions Day around the world to emphasize the role of exhibitions as vital platforms for humanity to gather, to exchange new ideas and to collaborate across industries and borders to build a more prosperous, sustainable and inclusive future.”

Individuals and organisations globally coming together to host a kaleidoscope of events and activities, and sharing their stories in honour of GED 2024 is a testament to our industry’s commitment to our sustainable future. Some of these activations can be found on the [GED website](#).

Save the date: Following tradition, next year's Global Exhibitions Day will be held on the first Wednesday of June, on **4 June 2025**.

Thanks to our partners 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, AUDOCA, AUMA, BICEIA, CAEC, CAEM, CEFA, CENTREX, CLC-VECTA, 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.

Thank you to Clarion Events, Comexposium, Emerald, Informa Markets, and Reed Exhibitions (RX), who collaborated on a media pitch focusing on the economic impact of the exhibition industry.

Thank you to our #GED2024 Sustainability Partner EcoMatcher and Digital Marketing Partner snöball.

*Reach on social media tracked using Brandwatch based on hashtags #GlobalExhibitionsDay, #GED2024, or similar. Figures are being calculated and will continue to be added and collated over the coming days.

HIGHLIGHTS OF GED 2024 BY REGION

ASIA-PACIFIC

Asian Federation of Exhibition & Convention Associations (AFECA) posted [a video](#) "*Journey to Sustainable Futures: AFECA's Members Pioneering Change in Asia*" with messages from AFECA President and their members from Hong Kong, Japan, Singapore and Thailand.

Australian Business Events Association (ABEA) reinforced its commitment to supporting sustainability initiatives within the exhibition industry with a [social post](#) featuring their members such as Arinex, AV1, Harry the Hirer, [ICC Sydney](#), [Melbourne Convention and Exhibition Centre](#), and [Moreton Hire](#).

COEX shared a [team photo](#) celebrating the day.

Hong Kong Exhibition & Convention Industry Association (HKECIA) held their [annual conference and dinner](#) at the Hong Kong Convention and Exhibition Centre with over 230 members and industry partners in attendance.

Indian Exhibition Industry Association (IEIA) organised a [#GEDIndia social media competition](#) to encourage members to create "*GED Videos*" and "*GED Posters*".

Informa Markets India shared an [article](#) on the role of exhibitions in India's growth story and in driving progress and sustainability.

Japan Exhibition Association (JEXA) organised an [information session](#) to explain the key themes of GED and a presentation on the exhibition industry trends worldwide.

KINTEX posted an [infographic on the economic impact of exhibitions](#) (in Korean).

Macau Fair & Trade Association (MFTA) hosted its annual [Macau GED Day](#), supported by **Galaxy Entertainment Group** and attended by government officials such as the Secretary of Finance, President of IPIM, President of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, and the Director of the Environmental Bureau, who witnessed the launch of the MICE Industry Education Program and the signing of an MOU with Kiang Ping school.

Shenyang New World EXPO shared a [team video](#) celebrating the day.

Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) shared a video "[The Singapore Story: Collective Efforts by the MICE Community to Chart a Sustainable Tomorrow](#)" which featured [Alvin Tan](#), Minister of State, Ministry of Trade and Investment and other SACEOS members and partners such as [Constellar](#), [Marina Bay Sands](#), NTUC Learning Hub, and The Mill International.

Thailand Convention & Exhibition Bureau (TCEB) shared a [video](#) on sustainability through the lens of exhibitions.

Thailand Exhibition Association (TEA), supported by **TCEB**, organised "[Exhibitions Connecting the World](#)" featuring exhibition leaders speaking on topics such as "*The Future of Sustainability in Asia*" and "*Transforming & Thriving in the New Era of Exhibitions Over the Next 3 Years*".

EUROPE

Association of the German Trade Fair Industry (AUMA) shared [a post](#) on its position on sustainability as the German trade fair industry aims to be climate-neutral by 2040.

Comexposium presented their [Manifesto 2024 video](#) celebrating their legacy of events and contribution of their team across the world.

Clarion Events paid [homage to their team](#) for creating meaningful and lasting connections with people and organisations around the globe.

Easyfairs shared a [video](#) showcasing sustainability practices in their events.

European Major Exhibition Centre Association (EMECA) celebrated GED during its [Board Meeting and General Assembly](#) in Stuttgart.

Eventmaker hosted a [special event](#) with the support of **Union Française des Métiers de l'Événement (UNIMEV/ French Meeting Industry Council)**.

Exhibitions News and **Tembo** ran a [social media campaign](#) in collaboration with **InGo**.

Feria de Valladolid held an [event](#) to discuss the impact of trade fairs in their region. Together with **Valladolid Centro Congresos** and the International Cooking School, led by chef Óscar Herrero, they created [a tapa](#) to commemorate GED and to represent the global diversity of exhibitions.

FEBELUX organised their annual [Connecting Day 2024](#) followed by a networking evening celebrating GED at the Jardin Botanique de Meise.

Fondazione Fiera Milano showcased their sustainability efforts through an [infographic](#).

Greek Exhibition Industry Association (SOKEE) shared a [social post](#) to recognise the dedication of everyone involved in the exhibitions industry.

IFEMA Madrid shared a [video](#) highlighting the sustainable practices of the industry.

Informa Markets shared its [sustainability journey](#) in their latest Sustainability Report.

International Exhibition Logistics Association (IELA) ran a [social media campaign "GED2024 Hand-in-Hand"](#) with to showcase their members working together for a sustainable exhibition industry.

International Federation of Exhibition & Event Services (IFES) [encouraged](#) the community to connect and collaborate to shape the future of the industry.

Italian Exhibition & Trade Fair Association (AEFI) held a special event "[Exhibitions: Impact on Made in Italy Enterprises and Internationalisation](#)", which included a statement from Adolfo Urso, the Minister of Enterprises and Made in Italy and speakers from the Italian Trade Agency and Italian Agricultural Machinery Manufacturers Federation.

Iteca Exhibitions in Uzbekistan shared a [team photo collage](#) to celebrate the day.

Koelnmesse shared a [video](#) on how exhibitions have shaped their 100-year history and will continue to shape their future.

Polish Chamber of Exhibition Industry (PCEI) presented the “[Trade Fairs in Poland 2023](#)” report, shared a [team video](#) and launched an [#EcoExpoChallenge](#) to encourage GED participation across its membership.

RX Global shared a [story](#) on innovative and exciting ways to use face to face events to build brands.

Spanish Trade Fairs Association (AFE) circulated a [press release](#) emphasizing the growth and economic impact of the exhibition industry in Spain.

MIDDLE EAST & AFRICA

Association of African Exhibition Organisers (AAXO) celebrated big with the [AAXO Leadership Summit](#) in Johannesburg in collaboration with **Exhibition and Events Association of South Africa (EXSA)** and Event Greening Forum. AAXO also launched its AAXO Youth Chapter, organised a collection of old banners or lanyards which will be gifted to Skills Village in Johannesburg to create school bags, and collaborated with JEC and Masterdrive on an adrenaline-fueled [GED South Africa](#) experience on the skidpan.

CBME Türkiye shared a [team video](#).

Oman Convention & Exhibition Centre [celebrated](#) with fully occupied halls the day of GED.

Qatar Tourism welcomed over 70 industry colleagues from the Middle East and Africa region to their “[UFI Qatar Day](#)” at the **Doha Exhibition and Convention Center** to celebrate GED.

Saudi Conventions & Exhibitions General Authority unveiled an [e-book](#) highlighting the sector’s achievements in numbers.

Tüyap Tüm Fuarçılık Yapım did a series of [fun interviews](#) with their employees, participants and visitors.

AMERICAS

Asociación Internacional de Ferias de América (AFIDA) celebrated with a [social post](#).

Asociación Argentina (AOCA) posted an [infographic](#) on the importance of exhibitions in generating new business opportunities and professional growth.

Emerald celebrated the exhibition industry’s significant influence in shaping a sustainable and thriving future for all with a [social post](#).

Exhibitions & Conferences Alliance (ECA) assembled 130 industry leaders and advocates from 25 states on Capitol Hill for [Legislative Action Day](#) in Washington DC. Attendees focused on two of ECA’s top public policy priorities: helping the industry attract and train its next generation workforce and further reducing visa wait times for international exhibitors and attendees looking to come to US exhibitions and conferences.

Exhibition Place Toronto [embraced](#) the theme by highlighting their sustainability initiatives.

Fexpocruz celebrated the impact of exhibitions through a [photo carousel](#) of their community.

La Asociación Mexicana de Profesionales en Exposiciones, Ferias y Convenciones (AMPROFEC) held a [press conference](#) to present data from a new national study to highlight the relevance of the exhibition industry.

Meetings@Panama, together with the **Panama Convention Center** and the **APPCE Association**, organized the [International Exhibition Forum 2024](#) with the theme "*Driving Sustainable Futures through the Best Innovation and Connection Platforms*".

Messe Frankfurt North America shared a [team video](#) to describe the vibrancy of the industry.

RX Mexico shared their [#InTheBusinessOfBuildingBusiness video](#) in celebration of GED.

This is not an exhaustive list. Visit globalexhibitionsday.org to see more GED 2024 activities and photo highlights.

***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 68 national and regional association members. More than 850 member organisations in 87 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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