

Paris — 13/05/2025

Less than one month to Global Exhibitions Day 2025

- Tenth Global Exhibitions Day to be celebrated on Wednesday, 4 June 2025
- This year's theme is "Exhibitions Unleash Potential"
- Call for community to use GED 2025 Toolkit to celebrate globally

With less than one month remaining until Global Exhibitions Day 2025, the exhibition industry across the world is preparing to drive visibility and demonstrate its impact.

Celebrated each year on the first Wednesday of June, the tenth edition of Global Exhibitions Day (GED) will take place on Wednesday, 4 June 2025. This year's theme, "**Exhibitions Unleash Potential**," showcases how exhibitions empower individuals, elevate organisations, and drive economic and social growth through direct in-person interactions and connections.

Key Campaign Pillars

This year's campaign centres around four key areas where exhibitions unleash potential:

1. **Industries:** Exhibitions foster collaboration and spark innovation, propelling entire industries forward.
2. **Individuals:** Exhibitions enable new, emerging and established talent to grow and succeed.
3. **Communities:** Exhibitions power economic development and societal progress for countries and communities.
4. **Companies:** Exhibitions amplify reach, build brands, foster connections and drive revenue through face-to-face engagement.

UFI President, Hugh Jones, comments: "On Global Exhibitions Day 2025, we recognise how exhibitions serve as powerful platforms that unlock potential across multiple sectors and communities. They create space for new ideas to emerge, for talent to thrive, and for industries to grow through meaningful exchange and collaboration. This day is an opportunity to celebrate the people and partnerships that drive progress and to highlight how exhibitions continue to shape a more connected and dynamic future."

How You Can Get Involved

Resources and tools to help you celebrate GED 2025 can be found on the campaign [website](#). Some ideas on how to get involved include:

- Plan and host your own GED 2025 activity or campaign.
- Engage government officials to endorse and recognise the exhibition industry.
- Personalise the [GED 2025 toolkit](#) with your unique visuals and story.
- Partner with local media to raise awareness of GED and the exhibition industry.
- Showcase your GED initiatives on social media using **#GED2025**.

Managed by UFI, The Global Association of the Exhibition Industry, GED 2025 is supported by over 70 national and international industry associations.

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

To learn more about Global Exhibitions Day, please visit the campaign [website](#).

Attachments:

- [Global Exhibitions Day 2025 horizontal visual](#)
- [Global Exhibitions Day 2025 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 more than 72 national and regional association members. More than 900 member organisations in 90 countries and regions worldwide 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.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org