

First ever “Global Exhibitions Day” to highlight the exhibition industry’s benefits for the economy – and the fun of working in the industry.

- 8 June 2016 announced as “Global Exhibitions Day” by UFI and IAEE
- The global exhibition industry sharing one single and cohesive voice

Paris/Dallas: 19 January 2016

Exhibition organisers, venues, associations, and service providers from countries all around the world are uniting behind a global initiative to stage the first ever “Global Exhibitions Day” on 8 June 2016.

Driven by Paris based UFI – The Global Association of the Exhibition Industry, and Dallas based IAEE – The International Association of Exhibitions and Events, a growing list of associations and industry players have pledged to join forces to promote the industry and to highlight its achievements.

“There are many great national and regional initiatives, addressing exhibitors, visitors, policymakers, and other stakeholders. Uniting these achievements under one common umbrella will strengthen the messages and multiply the reach”, says Sergey Alexeev, UFI President, and Julie Smith, IAEE Chairperson.

The campaign will focus on messages that promote the value of exhibiting for companies, the key support role of exhibitions for the development of trade and internationalisation, and the stimulating role exhibitions play in driving innovation and competitiveness of companies. At the same time, Global Exhibitions Day is also meant to be a celebration of the people working in the exhibitions industry, showing the excitement and career opportunities that the industry has to offer.

While it is the intention that Global Exhibitions Day will grow as an event in the coming years, the initiative will be truly global from its very beginning. Already today, industry leaders from all continents have pledged their participation. “We are amazed by the support this idea has received already”, says Kai Hattendorf, UFI Managing Director, and David DuBois, IAEE President and CEO. “As preparations progress, we’re inviting every player in our industry to get involved as well.”

List of associations currently members of the task force: UFI (Global), AAXO and EXSA (South Africa), AEFI and CFI (Italy), AEO (UK), AFE (Spain), AUMA and FAMAB (Germany), CEFA and CENTREX (Central Europe), EEIA (EU), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), LECA (Lebanon), PCEI (Poland), RUEF (Russia) and UNIMEV (France).

If you want more information about how you can participate in “Global Exhibitions Day”, please contact: UFI, Christian Druart at [GED@ufi.org](mailto:GED@ufi.org).

Accompanying material:

- GED logo;
- Picture of task force session in Paris.

\*\*\*

**About UFI - The Global Association of the Exhibition Industry**

*UFI is the leading global 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 represents over 684 member organisations in 83 countries around the world. 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  
 Angela Herberholz, UFI Marketing and Communications Manager  
 Email: [angela@ufi.org](mailto:angela@ufi.org)  
 Tel: +33 (0) 46 39 75 00  
[www.ufi.org](http://www.ufi.org)

**About IAEE - The International Association of Exhibitions and Events**

*Trusted since 1928, IAEE provides quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE, and the organization advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth. IAEE provides relevant, timely and innovative education to its members and the industry. IAEE recognizes its strategic partners: BearCom, Delta Airlines, Mexico Tourism Board, New Orleans Morial Convention Center, New Orleans Convention & Visitors Bureau, Orange County Convention Center, San Antonio Convention & Visitors Bureau, SkyTeam Airline Alliance, Streampoint Solutions, Visit Anaheim, Visit Baltimore, Visit Orlando and VoiceLogic. Visit [www.iaee.com](http://www.iaee.com) for more information.*