

**The two videos created by AEFI to enhance the Italian trade fair sector and celebrate the fifth Global Exhibitions Day have been a huge success**

**Images of confidence for the restarting of a key sector for Made in Italy**

**#GED2020 #AEFIGED2020**

*Milan, 26 June 2020 - Record views for the two-part communication project with which **AEFI - Associazione Esposizioni e Fiere Italiane** celebrated the fifth **Global Exhibitions Day: two videos** conceived with the aim of enhancing the irreplaceable capacity of our exhibition system in conveying **Italian excellence around the world** and boosting the economy.*

The first video in the AEFI project for #GED2020 “**Voce dal Cielo**” was launched on 1 May and takes the form of a symbolic “prelude” to Global Exhibitions Day.

The video portrays, through a **sequence of images** of empty streets and glimpses of incredible beauty, a country in silence waiting to start anew. The notes of Bellini’s Casta Diva accompany the spectator’s gaze through global panoramas, a metaphor for the willingness of the exhibition system to return to being the **voice of Made in Italy around the world**.

“Voce dal Cielo” was shared on all the Association’s **social channels**. With over **1 million views** and almost **4 million impressions**, it has reached AEFI’s goal: to raise awareness among institutions and the public **about the strategic importance** of a fundamental sector **for the economy of our country**, among the worst hit by the Covid-19 pandemic.

“**Voce dal Cielo**” is available at the following link <https://www.youtube.com/watch?v=fYa9CElmJ2I>

“**We are, We do**”, the second video in the #AEFIGED2020 project, online on the AEFI YouTube channel since 3 June - the day on which Global Exhibitions Day was celebrated all over the world - reinforces the message already expressed in the first one, telling a story of **great innovations, of universally recognised design and style**, with focus on the **tradition of quality and on the uniquely Italian ability for creating excellence** that the exhibition events can promote and enhance.

Italian exhibitions are fully fledged multipliers of value and socio-economic wellbeing, a strategic tool capable of making a major contribution to the rebuilding of the economy and society at large, and creating optimism for the future.

This second video was also a huge success, with a total of almost **800 thousand impressions**.

“**We are, We make**” is available at the following link <https://www.youtube.com/watch?v=KmL9tw-LnCU>

**AEFI - Associazione Esposizioni e Fiere Italiane**, a private non-profit Association, was established in 1983 with the goal of generating synergies between the most important Italian exhibition districts. It currently includes 36 member exhibition districts, which organise over 1000 events a year over an overall exhibition area of 4.2 million square metres. Nearly all international and national trade fairs which take place each year in Italy are held in AEFI-member exhibition districts.

AEFI is a privileged partner for operators and institutions alike, and its role is to support members through the development of activities and programmes in the sphere of training, marketing, promotion and research, as well as to provide services for trade fairs through the activities of its Committees: Exhibition Hub Technical Committee, Legal-Administrative Committee, Internationalisation Committee and Trade Fairs Network Committee. On the internationalisation front, AEFI supports members thanks to agreements with strategic markets. To date, partnerships have been agreed with Iran, Taiwan, Lebanon, India, Thailand, South Africa and Poland, with AmCham, the American Chamber of Commerce in Italy, with CENTREX, the International Exhibition Statistics Union and with EUPIC-EU Project Innovation Center. A memorandum of understanding has been signed with SACE and SIMEST.

AEFI has promoted the foundation of ISFCert, the Certification Institute for Exhibition Industry Statistics which, through rigorous methodologies, enables Italian organisers to present and recognise standardised data, in the name of transparency and reliability.

AEFI represents Italian trade fairs in UFI - Union of International Fairs.

<https://www.aefi.it/en/>

For further information:

AEFI International Relations

Email: [international@aefi.it](mailto:international@aefi.it)