

## AEFI IS AWARDED THE "TALENT PROMOTION" PRIZE FOR GLOBAL EXHIBITION DAY 2018



[AEFI-Associazione Esposizioni e Fiere Italiane](#) has been awarded a **prize** for its work at the **Global Exhibition Day**, for the second year running.

Following last year's "**Ged Champions Award**", AEFI was this year awarded the "**Talent Promotion**" prize for the campaign "*Talents in Exhibitions and Exhibitions of Talent*".

The *GED Awards* - awarded by **Exhibition World**, the leading industry publication, and **UFI-Associazione mondiale delle Fiere** - are dedicated to associations which stand out for having supported and promoted the third Global Exhibition Day with numerous initiatives at the celebrations on 6 June this year.

This year's initiative was supported worldwide by 41 associations and 85 countries, with AEFI playing a leading role yet again.

The *GED Awards* include five prizes: Industry Impact Award, Biggest Scale Physical Activity, Talent Promotion Award, Highest Profile Online Activity and Most Creative Activity. The winners in the various categories were chosen by a jury of industry experts, professionals belonging to UFI and by Exhibition World, on the basis of documentation submitted with the GED Online Reporting Tool by the 20 June deadline.

The **Talent Promotion Award** was awarded to AEFI for the best talent promotion initiatives in the exhibitions industry. In its wide-ranging programme of activities at #AEFIGED2018 - #GED18, AEFI was guided five key words, **creativity, talent, youth, project and future**, and conceived and ran a social campaign using video clips to narrate both "**Talents in exhibitions**" ([Talents in Exhibitions](#)) and "**Exhibitions of talent**" ([Exhibitions of Talent](#)).

Two video galleries: the first, "**Talents in Exhibitions**", presents talents by narrating the personal stories of ambassadors whose creative and business talents have been rewarded with success, and whose careers were launched at Italian exhibitions. In the "**Exhibitions of talent**" videos, exhibitions talk about themselves, illustrating their own creative and innovative characteristics and talents.



**GLOBAL EXHIBITIONS DAY 2018**  
- Exhibition World UFI GED AWARDS -

<b>INDUSTRY IMPACT</b>	Conference with the highest ever level of attendance from senior government, industry and business	EEAA (Australasia)
<b>SCALE ACTIVITIES</b>	Program of activities launched in India under the umbrella of IEIA	IEIA (India)
<b>TALENT PROMOTION</b>	"Talents in Exhibition & Exhibitions of talent" campaign	AEFI (Italy)
<b>ONLINE ACTIVITIES</b>	Marketing Campaign on Social Media	Comexposium (France)
<b>CREATIVE</b>	"Don't stop me now" Lip Dub - Video Campaign	Reed Expo (Mexico)
<b>Special mentions</b>		
	MFTA (Macau, SAR China)	Corferias (Colombia)

Save the date :  
#GED19 will be on 5 June 2019!

[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. AEFI would like to be seen as 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 internationalization front, AEFI supports members thanks to agreements with strategic markets. To date, partnerships have been agreed with Iran, Taiwan, Lebanon, India, Thailand and South Africa, with AmCham, the American Chamber of Commerce in Italy, and with CENTREX, the International Exhibition Statistics Union. 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. Chaired by Ettore Riello, AEFI includes 35 member exhibition districts, which organise over 1,000 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.

[www.aefi.it/Aefi/site/en/index](http://www.aefi.it/Aefi/site/en/index)

For further information

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