



Associazione Esposizioni e Fiere Italiane
Italian Exhibition & Trade Fair Association

Press

AEFI LAUNCHES “THE POWER OF ITALIAN EXHIBITIONS”

THE COUNTDOWN BEGINS FOR THE THIRD GLOBAL EXHIBITIONS DAY #GED18 - 6 JUNE 2018

Rimini, 19 February 2018 - There are less than four months to go before the year's most important event in the trade fair sector, **Global Exhibitions Day 2018 – #GED18**

After the success of the first two editions, which involved thousands of sector professionals from 74 countries, Global Exhibitions Day has now become an international annual event.

This year it will be on **6 June**, in observance of an intended custom linked to the first Wednesday of June each year.

Global Exhibitions Day – which came into existence following a proposal from UFI, The Global Association for the Exhibition Industry – is an occasion to celebrate the trade fair sector and highlight its positive impact on employment, businesses, innovations and local investment.

After having concentrated in 2016 on the value of trade fairs as a bridge between cultures and peoples, with “*Meet Italian Excellence: Trade Fairs as a bridge to development*”, last year on the theme “*Think Global, Act Local*” with an extensive programme of events in Rome, supported by many initiatives at individual trade fairs, this year AEFI will focus on the value of the Italian trade fair system as a hub for generating economic value for the country.

“*The Power of Italian Exhibitions*” is the title of the event that AEFI is preparing for 6 June, precisely to celebrate and showcase the national trade fair sector. Taking the themes of “Talent” and “Advocacy” as a starting point, AEFI will develop a concept that centres on the job opportunities offered by the world of trade fairs, for young people in particular, on the creativity that future generations can bring to the sector and on new expertise.

#GED18 is an opportunity to demonstrate Italian excellence to the world, but above all to show how **coordinating the system** is key to standing out. **Italian trade fairs: a synergy made of skills, values and contacts. Italian trade fairs: a real multiplier of opportunities.**

**AEFI
THE POWER
OF ITALIAN
EXHIBITIONS**

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GLOBAL EXHIBITIONS DAY 6 JUNE 2018
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AREZZO FIERE E CONGRESSI S.p.A. - Arezzo | AVERA FIERA DEL LEVANTE - NUOVA FIERA DEL LEVANTE S.p.A. - Bari | BERGAMO FIERA - Bergamo | BOLOGNAFIERE S.p.A. - Bologna
FIERA BOLZANO S.p.A. - Bolzano | BOLOGNA FIERA - Bologna | BOLOGNA - Az. Speciale OCMA - Brescia | FIERA - CENTRO SERVIZI PER LE IMPRESSE - Mantova | FIERA DI CASALE - Casale Monferrato (AT) | VILLA ERBA S.p.A. - Carabbo (CO) | CESTINA FIERA S.p.A. - Cesena | FIERA DI CORTINA - Cortina | CEBIMORNA FIERE S.p.A. - Cernusco | LIARRO FIERE Centro Espositivo e Congressuale - Ed. - Ferrara | FIERE CONGRESSI S.p.A. - Ferrara | FIRENZE FIERA S.p.A. - Firenze | E.A. FIERA DI FOGGIA - Foggia | FORLÌ S.p.A. - Forlì | FIERA DI GENOVA S.p.A. - Genova | FIERA MILLENNIUM - LAGAZZA S.p.A. - Lodi | LANGARONE FIERE S.p.A. - Langarone (BG) | FIERA MILANO S.p.A. - Milano | MODEHARERE S.p.A. - Modigliana | FIERA S.p.A. - Montichiari (BS) | MOSTRA D'OLTREMARTE S.p.A. - Montebelluna | PADOVA FIERE S.p.A. - Padova | FIERE DI PAVIA S.p.A. - Pavia | PAVENZA EXPO S.p.A. - Piacenza | PORDENONE FIERE S.p.A. - Pordenone | FIERE EMILIA S.p.A. - Reggio Emilia | ITALIAN EXHIBITION GROUP S.p.A. - Rimini | FIERA S.p.A. - Roma | GARDA FIERECONGRESSI S.p.A. - Wiva del Garda (TN) | INVESTIMENTI S.p.A. - FIERA BOZZAROLO - BOZZAROLO | GL EVENTS ITALIA S.p.A. - LINGOTTO FIERE - Torino | UDINE E GORIZIA FIERE S.p.A. - Tolmezzo di Montebelluna (UD) | VERONAFIERE S.p.A. - Verona

AEFI Italian Exhibition and Trade Fair Association supports Global Exhibitions Day, Rome - June 7th 2018
#CED18 | info@aefi.it | www.aefi.it

Italian Exhibition & Trade Fair Association

Via Emilia, 155
47921 Rimini - RN
Tel. +39 0541 744229
Fax +39 0541 744512
info@aefi.it

www.aefi.it


Member



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 and Thailand, 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

For further information
AEFI International Relations
international@aefi.it