

Global Exhibitions Day 2021



**GLOBAL
EXHIBITIONS
DAY 2 JUNE 2021**

GBALEXHIBITIONSDAY.ORG

Global Exhibitions Day 2021

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**GLOBAL
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DAY #GED2021**
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Introduction and Theme

Key Message

GED 2021 demonstrated the unity of the industry and proved that exhibitions create platforms for growth and recovery, whilst also instilling confidence in others to participate in organised events that prioritise safety and success in equal measure.

With over €493 (\$551) billion in business sales for attendees, exhibitions have an incredible impact on our global economy.

As the world begins to rebound from the devastating effects of a pandemic that has lasting impacts on both the economy and humanity, exhibitions offer a light at the end of the tunnel for both – platforms that provide economic recovery and celebrate the spirit of reconnection, at a time when economies, and communities, need them most.

**Exhibitions
are the
fastest
of fast tracks
to economic
recovery**

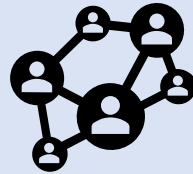
Key Success Figures

A few metrics on GED2021



106

Recorded Activities
Countries & Regions



782m

Reach
(Total number of users
who have come across
#GED2021)



9, 148

Unique Pieces of
Content



19

Physical Events
(These are events
organised across the
globe)

Trade Show Organisers Join Force

The GED2021 Coalition

Exhibition organisers and associations from around the world joined together to form a coalition dedicated to bringing critical live event platforms back to market, with safety at the foundation of the collaborators' approach.

This coalition, which is led by UFI, includes important industry associations such as SISO, as well as the world's leading exhibitions organisers Clarion Events, Comexposium, Diversified Communications, Emerald, Informa Markets, Reed Exhibitions (RX) and Tarsus.



We equipped GED supporters with key messages, stats and figures

You can access the resources [here](#).



Policy Actions and Endorsement



GED messages and actions were supported by officials in many countries.

Spanish Minister of Industry, Trade and Tourism, Reyes Maroto expressed her support to the industry.

[Click here to watch the video](#)

Webinars

#GED2021 took place when most of the world was still in some form of physical distancing, many activities were conducted online.

There were webinars, hybrid events, Zooms, Physical Meetings for people to get together and discuss.



ITECA – Baku



ITECA -Baku



HKCEC – Hong Kong



SKN- Poland



AEFI – Italy



Thailand Exhibition Association

Voices of the Exhibition Industry

Many people shared with their voice, their thoughts for the future, their believe in face-to-face, and hopes for the industry during this year's GED.



Social Media Campaigns

For many organisations, GED meant a time to connect with members and colleagues in different regions. We saw some fantastic social media campaigns showing how we all stay connected even when we are apart.



Social Media Campaigns

Here are some more examples of social media campaigns:
 #RiseAgain #ThisIsMe
 #RecoverToRise
 #TogetherWeWillWin



Events

Baku Convention Center welcomed the Executive Director of ITECA Caspian and General Director of Caspian Event Organisers, Farid Mammadov.

As important contributors to the meetings industry, both Baku Convention Center, ITECA Caspian and Caspian Event Organisers representatives shared their experiences, opinions on emerging industry trends, and future collaboration opportunities as allies.



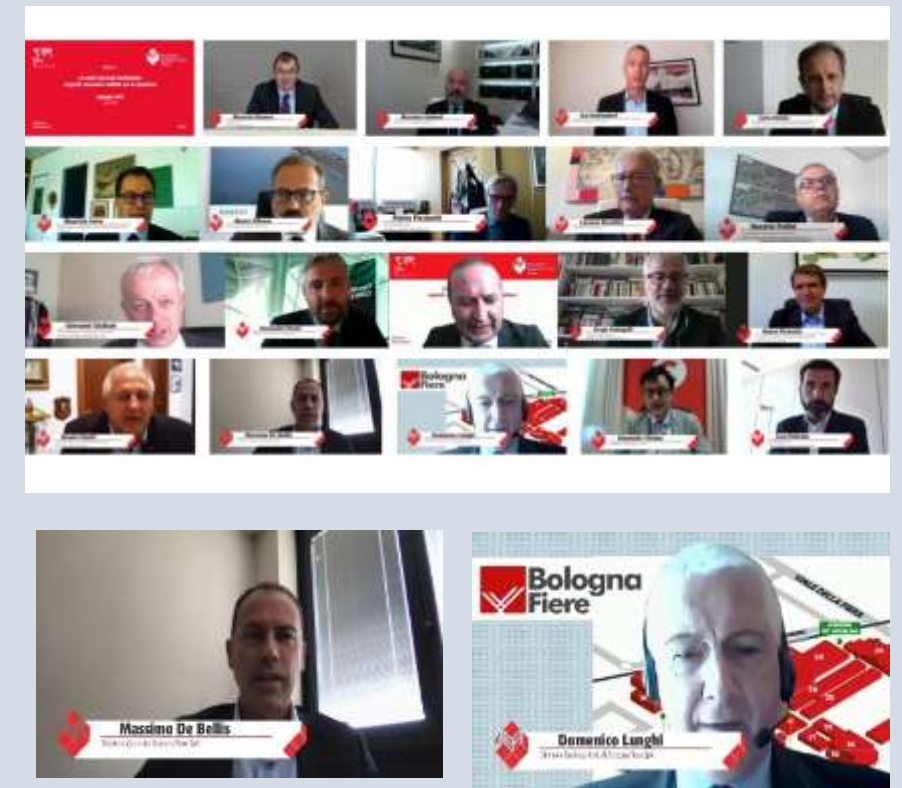
Events

The Russian Union of Exhibitions and Fairs, (RUEF) and Russian Convention Bureau united to celebrate GED2021. The business breakfast organised at Expoforum (St. Petersburg) just before the St. Petersburg International Economic Forum addressed the topic of business tourism and business event development. The image on the right shows RUEF Executive Director Elena Ublieva greeting the participants of the event, "We have been looking forward to meeting face to face for a long time, and we have this opportunity at last! Happy GED to all of us!"



Events

The Italian Exhibition and Trade Fair Association (AEFI), organised a webinar for Ged2021 that focused on the restart. The operators of the sector and public decision makers in the field of promotion took stock of the reopening of the “Italian exhibition district” Support tools and activities for the restart were the macro-themes of the three work sessions. After the opening of the webinar by Maurizio Danese, chairman of AEFI, and Kai Hattendorf, managing director and CEO of UFI, the first item on the agenda included a focus on support to sustain the reopening.



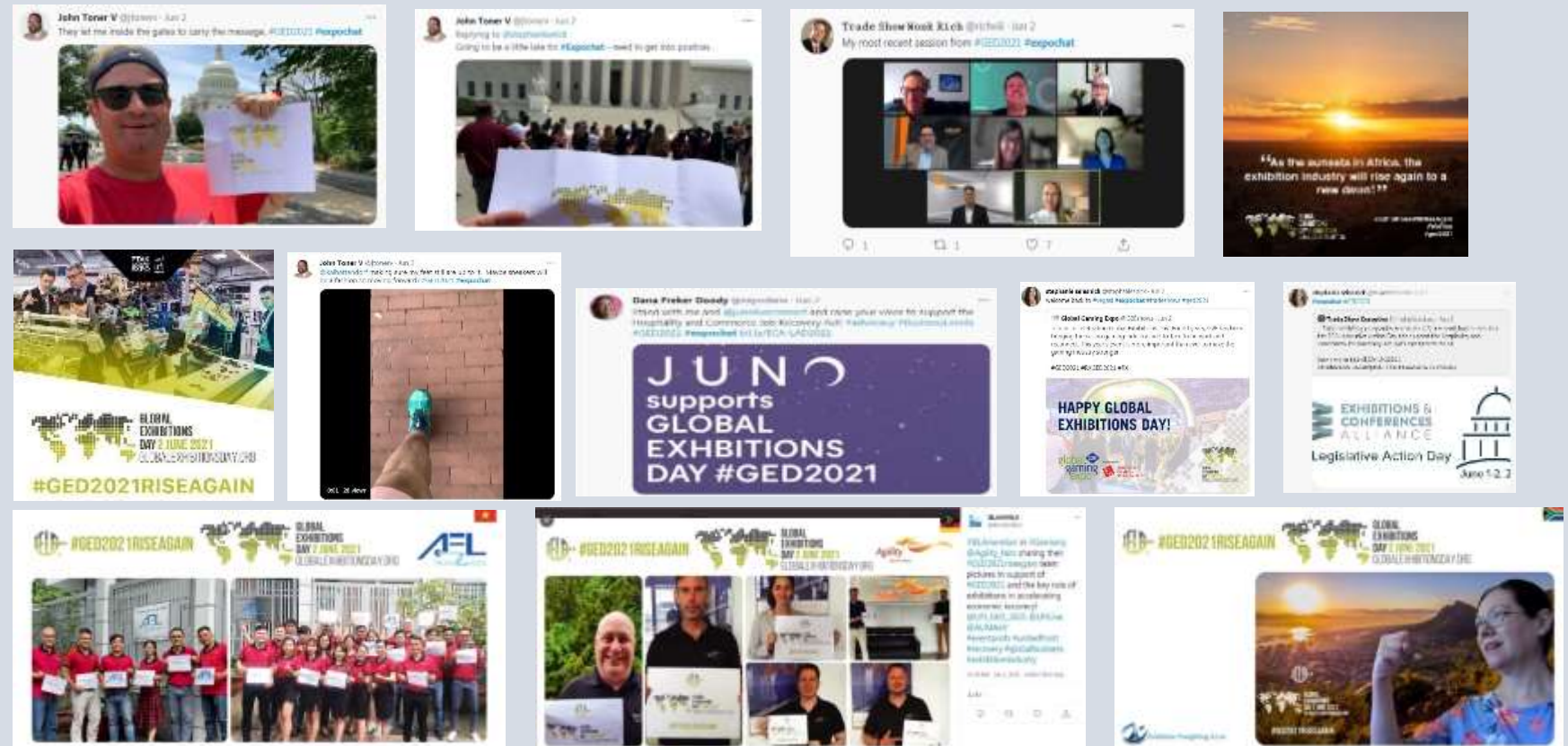
Videos

We saw some many beautiful, creative, and compelling videos celebrating the industry. [Here](#) are some of the video's uploaded on the UFI YouTube Channel



Fun & Creativity

For many organisations, GED meant a time to connect with members and colleagues in different regions. We saw some fantastic social media campaigns showing how we all stay connected even when we are apart. #RiseAgain and #ExpoChat



Photos



Media Coverage and Articles

Global Exhibitions Day #GED21 – What are you looking forward to most when expos reopen?

The global exhibitions industry has had a rough 16 months. Global Exhibitions Day, Wednesday June 2 this year, represents a day for our industry to unite and tell the world we are coming back (safely) and are ready to provide the fuel the world economic engine requires to recover post-COVID-19.

UFI along with its many global partner associations, members, and friends is shepherding the effort to get the word out that exhibitions are key to rebuilding economies. Together our impact is 299 billion euros (\$334 billion USD) connecting 4.8 million exhibiting companies with 353 million quality buyers on the average annual basis.

With China open since June and Las Vegas and Spain opening this month, it seemed like a good time to query industry friends and colleagues on LinkedIn on what they are most looking forward to when exhibitions are held in-person once again. Over 200 people voted and the results were:

- The energy of a show floor: 29%
- Networking/People: 60%
- Back to Work: 9%
- I don't! 2%

Some comments included:

Donna Kastner, "Watching the takeaways from our year of virtual collide with the amazing F2F energy to reveal remarkable experiences that are incredible & meaningful for all participants!"

Stephan Forselles, "Even for an introvert like me, reconnecting with all my friends in the industry will be awesome. I miss you guys!"

Click [here](#) to view the full article.



Click [here](#) for the full press release from Exhibit City News.



Click [here](#) for the full press release from Travel Daily News.

Media Coverage and Articles



IELA sets alarm clock for **GED2021**

The Association invites event professionals to globally **celebrate** GED2021 on social media with the **#GED2021riseagain** campaign.

Create together a GED social wave of the sun rising from East to West all over the world.

Geneva, Switzerland – May 11th 2021

The international Exhibition Logistics Association (IELA) has been an avid supporter of GED over the past 6 years since the very first edition was announced. By celebrating the day with key messages & finding creative ways to engage the community worldwide, GED has developed into a strong tool giving power to leverage the industry, of particular importance as recovery is finally programmed following many months of being hard hit.

IELA personally ranks GED high on the list as THE annual event for the whole industry to create a common community experience. Its members profit from the opportunity to annually rethink their role as logistics service providers in the value chain by incorporating the GED key messages into the IELA value proposition.

AEFI NEWS

[Back to list](#)



3 June 2021

GLOBAL EXHIBITIONS DAY, DANESE (AEFI): GROWING ALLIANCES BETWEEN LEADING EXHIBITIONS TO DEFEND THE MADE IN ITALY BRAND

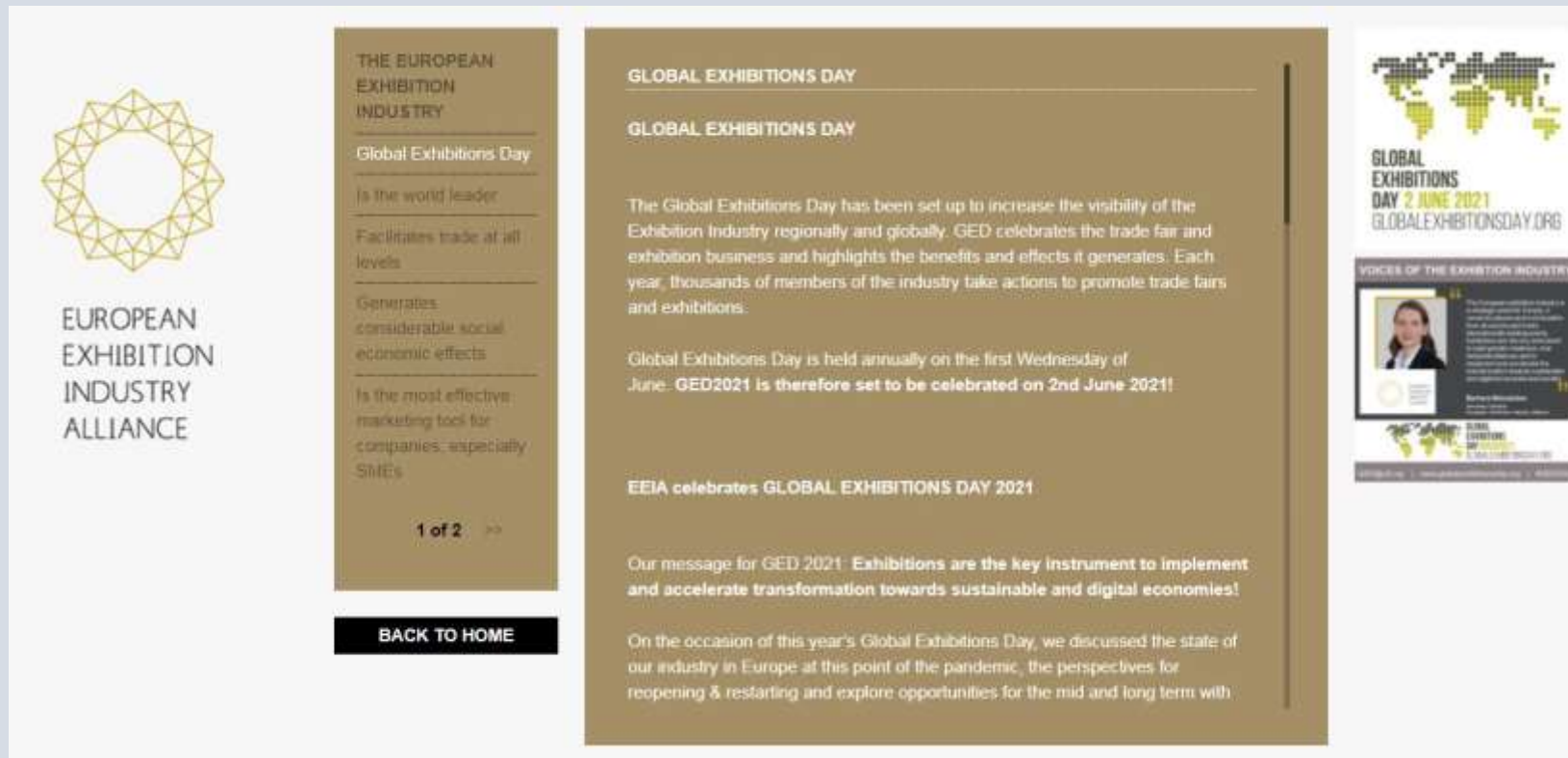
"The time has come to show the world that Italian exhibitions are united and all working in the same direction. I accept the proposal of Carlo Bonomi, President of Fiera Milano, that we work to generate a critical mass between our leading exhibitions. We must be able to support the supply chains of the Made in Italy

brands we represent in achieving a fast, decisive recovery; we must create alliances – both corporate and strategic – to defend our assets from our foreign competitors. A change of pace which I believe to be of fundamental importance." These were the words of the President of AEFI – Italian Exhibition and Trade Fair Association, Maurizio Danese, on opening the Association's webinar on Global Exhibitions Day. "It is no small thing," continued Danese, "to be talking about Global Exhibitions Day and reopening, when the difficulties we face are evident to us all. Cerved's most recent report on SMEs clearly demonstrates that our sector is not only the one to have been hardest hit in Italy by the crisis, but is also the most exposed to the risk of closures. In the pre-COVID-19 era, only 9.6% of the system's companies were at risk of defaulting; now, after the COVID-19 crisis, their number has grown to almost 70%. Our objective," he continued, "must be to give these figures the lie, because if this were to occur it would be a blow not only to Italian exhibition districts, but also to the leading Made-in-Italy brands. I'm talking about those 200,000 exhibitors for whom participation in our exhibitions is a fundamental part of their business cycle, and who generate business worth 60 billion euro a year at our events."

Click [here](#) for AEFI Full Press Release.

Click [here](#) for IELA Full Press Release.

Media Coverage and Articles



Click [here](#) for full media release as well as position paper written by EEIA.

Media Coverage and Articles



Click [here](#) for ECA – Legislative Action Day Press Releases.

Global Exhibitions Day 2021 Inspires Advocacy and Awareness

JUDY WILLIAMS, SENIOR NEWS EDITOR

June 10, 2021



FARES — Recognizing the important role trade shows play in driving economies throughout the world, UFI's Global Exhibitions Day (GED) on June 2 was like no other. The exhibitions industry celebrated the launch of the first-of-its-kind global coalition, which is designed to prioritize safety and success of communities as they return to business post-COVID.

"Exhibitions and business events are the fastest of fast-tracks to economic recovery. We are business events professionals, and the best-placed sector in the world to set up and run exhibitions and business events safely with top class procedures in place. Exhibitions are ready for you, better than ever!" Kai Hattendorf, Managing Director / CEO at UFI, said.

While the event is into its sixth year, the 2021 GED event focused on just how critical and influential exhibitions are in creating platforms for growth and recovery, while also revving up confidence and enthusiasm to encourage participation in organized events that equally prioritize both safety and success.



Click [here](#) for full Press Release from Trade Show Executive.

GLOBAL EXHIBITIONS DAY 2021 CELEBRATES RESILIENCY AND RECOVERY

May 12, 2021

TSNN News

Global Exhibitions Day, set for June 2, offers an opportunity for the industry to remark about its uncanny resiliency and value, perhaps never more demonstrated than in the past year and a half.

Worth an estimated \$551 billion, according to a joint press release sent by Clarion Events and UFI, the global association of the exhibitions industry, trade shows and exhibitions are poised to stage a grand comeback at a time when economies across the world need them most. While in most parts of the world, vaccination news is encouraging and travel restrictions are being lifted, economic recovery is moving at a slower pace. The United States' latest jobs report proved disappointing, and hotels and other hospitality-related businesses are struggling to fill jobs.

Enter the events industry to re-employ talented workers and spark greater business dealings.

According to UFI officials, "The business events industry is a 'meta-industry'. It empowers literally each and every industry globally through the marketplaces and meeting places that it operates around the world – from machine tools in Australia to

27
Shares



**GLOBAL
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Click [here](#) for the full Press Release from TSNN.

Thank You

For Supporting Global Exhibitions Day 2021!

Every year, we see growing support for Global Exhibitions Day. We'd like to thank each and every person who planned a campaign, shot a video, sent an email, posted on Facebook, attended a webinar, or retweeted a picture. Your contributions were seen and heard, and made a huge difference in spreading the message "exhibitions are the fastest of fast tracks to economic recovery" across the globe.

We'd like to particularly thank below associations and organisations that offer support for GED:

AAXO, AEFI, AEO, AFE, AFECA, AFIDA, AMPROFEC, AOCA, AUMA, CAEM, CEFA, CENTREX, CFI, EEAA, EEIA, EFU, EMECA, EXSA, FAIRLINK, FAMAB, HKECIA, ECA, IDFA, IECA, IEIA, IELA, IFES, LECA, MACEOS, MFTA, PCEI, RUEF, SACEOS/SECB, SCEIA, SISO, TEA, TECA, TFOA, UBRAFE and UNIMEV

“

This year's GED celebrates recovery and resilience. The engagement of event professionals has put a spotlight on both the size and passion of our industry. It's also been an opportunity to see the creativity, diversity and multicultural nature of exhibitions. "Exhibitions are ready for you, and are better than ever!"

Kai Hattendorf, CEO, UFI

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UFI Diamond Sponsors



GLOBAL EXHIBITIONS DAY 2 JUNE 2021

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