



## #GED16 actions around the globe (as of 7 July 2016)

***8 June 2016 has been a special day for the Exhibitions Industry across the globe. Here is an outline of actions already identified - This list will be enriched regularly. For any information or update, please contact [GED@ufi.org](mailto:GED@ufi.org).***

- Albania:** Klik Ekspo Group celebrated #GED through a presentation speech of their CEO, during the Opening Day of the International Summer Exhibitions.
- Argentina:** AOCA invited its members and partners to publish the GED logo on their websites and fan pages.  
Among other companies, Messe Frankfurt Argentina and La Rural celebrated GED16.
- Australia:** The world launch of #GED16 has kicked off in Australia, and EEAA aligned two of its most important annual gatherings with the event: the General Meeting the Leaders Forum featuring senior industry leaders and stakeholders. In addition, EEAA worked with the Melbourne Convention and Exhibition Centre to host a GED Oration.  
EEAA also ran a communication and advocacy campaign around GED to raise awareness of the Power of Exhibitions. The Association also shared the UFI toolkit with Members and designed a strong suite of marketing assets that tied EEAA's messages and events into the inaugural GED messaging.  
Many EEAA Members spread the key GED messages and the Power of Exhibitions through their own communications and internal events.
- Austria:** Messezentrum Salzburg celebrated GED16.
- Azerbaijan:** Caspian Event Organisers supported #GED16.
- Belgium:** FEBELUX organised a "LiveCom Academy" in Brussels.  
IFES used their World Summit on 2-4 June to do a photo campaign for Global Exhibitions Day.
- Bosnia and Herzegovina:** **to be updated.**
- Brazil:** UBRAFE engaged its members to integrate the promotion of GED in their events and share interviews of employees and customers displaying the highlights of their work in the exhibition industry.
- Canada:** Stevens E3 supported #GED16.
- Central and South America:** the AFIDA meeting held in Chile promoted GED16.
- Central Europe:** CEFA has arranged specific lobbying actions.

- Chile: The Espacio Riesco (Santiago) celebrated GED16 and promoted in on their web homepage.
- China: SNIEC in Shanghai produced a video message to support GED.
- Colombia: CORFERIAS celebrated GED16 and organised a specific panel.
- Croatia: Zagreb Fair organised the International Business Conference on the occasion of the GED 2016. The event was held in the Congress hall of Zagreb Fair, on 8 June, under the high patronage of the mayor of Zagreb. The Conference topic was "The power of trade show industry - today and tomorrow". At the event the CENTREX's video message way relayed.
- Czech Republic: A special press conference dedicated to Global Exhibition Day was held at Trade Fairs Brno, Brno, Czech Republic on June 7.
- El Salvador: CIFCO supported #GED16.
- EU: EEIA I produced specific infographics and published a media release on the EMECA website.
- Finland: **to be updated.**
- France: UNIMEV has met several stakeholders of the industry on June 7 and has set-up with several partners a "Global Exhibitions Day Run" with more than 200 participants from the event industry.
- Among other companies, Equip Auto also celebrated GED16.
- Germany: AUMA and its Institute of the German Trade Fair industry are inviting professors, students and anybody who is interested in the exhibition and event industry to an open house. On its website, AUMA has presented statements of CEOs from organising and exhibiting companies about the benefits of exhibitions and their position in the marketing mix. Additionally users also found basic information about the relevance of exhibitions within the German economy and the worldwide position of the German exhibition industry.
- In addition, AUMA release a series of interview with German exhibition industry leaders discussing the importance of the industry.
- In Cologne, the focus was the International Summer University held on that day and Kölnmesse released a specific GED statement, shared a large GED cake during the welcome dinner at the ISU and organised a GED picture with #ufiisu delegates.
- Messe Düsseldorf released a #GED supporter video on 8 June.
- Kölnmesse and Messe Düsseldorf prominently promoted GED on their global homepages.
- Ungerboeck promoted GED through their annual customer event.
- Greece: ROTA SA sent a newsletter to all their contacts on 8 June with a video about the Greek exhibition industry.
- ATHENS METROPOLITAN EXPO supported GED16.
- Hong Kong: HKECIA organised a GED Conference & Gala Dinner. 350 supporters attended the banquet to celebrate the #GED16 in Hong Kong. The guest of honour was the Secretary for Commerce and Economic Development, the senior government official in Hong Kong responsible for the exhibition industry among others.

- Hungary:** CENTREX *engaged its members to support GED and encouraged them to add the GED logo to their electronic communications.*
- The main GED 2016 event in Hungary was the biannual professional conference of the National Association of Event Organizers and Service Providers. "Event Touch" was organized in Budapest, at the Groupama Arena on June 7. More than 100 participants attended the conference which was attended by high level government and media participation and where a specific focus was made on GED.
- HUNGEXPO co-organised special seminar in Budapest (HU) under the aegis of Hungarian Marketing Association dedicated to trade fairs' values ref. to GED16 and co-organised a section event (2 presentations relating to GED16 and trade fairs) under the aegis of at Event Touch biannual workshop by the Hungarian Event Organisers' Association – participation of over 250.
- India:** Members of IEIA met ministers, government officials, industry association heads and industry leaders to discuss the significance of GED. The Honourable Union Minister of State for Tourism of the Government supported GED16.
- A three pages spread was published on June 8 in Today's Economic Times, the largest financial publication in India.
- Indonesia:** IECA conducted the Indonesia MICE Forum on 26 May 2016 at ICE BSD City. The event featured a backdrop with GED logo and a photo and a video showing all participants holding the GED logo was made.
- Iran:** The Chairman of the Board and Managing Director of Iran International Exhibitions Company, Vice Chairman of UFI Middle East/ Africa chapter, held meetings with managers and experts of exhibition industry in Tehran.
- Italy:** AEFI celebrates GED16 with the "Meet Italian Excellence: Exhibitions as a bridge for development" event, organised on 8 June, attracting 50 international ambassadors. A #GED16 video address of Mr Ettore Riello, president of AFI was published on [www.ufi.tv](http://www.ufi.tv).
- Fondazione Fiera Milano prepared a tag cloud with the key words that define exhibitions. The collection of statements from their Accademia students and the audience of Exhibitionist (a series of conferences about trade fairs and innovation) was published on 8th June.
- Pordenone Fiere organised a special event "Let's meet at the fair" in the afternoon of June 8<sup>th</sup> open to the local general public.
- Kazakhstan:** ExpoMotoRace through cities of Russia, Mongolia and Kazakhstan (visiting the Russia-Kazakhstan Industrial Forum).
- Iteca supported GED16.
- Latvia:** International Exhibition Company in Riga celebrated GED16.
- Lebanon:** IFP send a customer newsletter celebrating GED.
- Macao:** Macau Fair & Trade Association supported GED16
- Malaysia:** MACEOS organised a national celebration attended by 100 guests from the event industry at The Apartment & Bar at Suria KLCC.

- Mexico: AMPROFEC organized a series of cocktail receptions at exhibition venues around the country (Guadalajara, Mexico, Merida and Monterrey) to celebrate GED and plans to create a photo and video clip to pledge GED support.
- Middle East and Africa: Freemann EMEA has launched a week of GED promotion on their Social Media channels.
- Moldova: The International Exhibition Centre MOLDEXPO SA displayed several GED material on their website and the ones of some of their partners. They also produced 8 movies dedicated to exhibitions.
- Montenegro: Adriatic Fair from Budva celebrated the GED 2016 organizing a press conference in the capital Podgorica, on 7th of June. Besides the media representatives, the management of Adriatic Fair welcomed the prominent members of the domestic and international business community of Montenegro.
- Netherlands: Amsterdam RAI organized a team building event with the whole RAI Exhibitions Department of RAI Amsterdam on the 8 June 2016.
- Oman: Muscat expo organized Ramadan Open Fast for all people working in the exhibition industry. Group Iftar celebrated GED16.
- Pakistan: HVACRExpo16 Pakistan was supported by Exhibitors TV.
- Poland: PCEI started an online and social media campaign in May. This included an "Exhibitions Offer More" message. On 8 June 2016, PCEI hold their annual General Meeting in Warsaw and partly devoted it to GED16. A specific "The Engagement" gathering was organized to formalize the longstanding relationship between exhibitions and events. Several companies (including Poznań International, Fair Targi Poznańskie and Targowe) also celebrated GED16 locally or online.
- Portugal: Some fun pictures were sent to UFI HQ.
- Qatar: **to be updated.**
- Russia: RUEF hold their 9<sup>th</sup> Exhibition Industry Forum and General Meeting on that day in Moscow. RUEF members, also organised, among other things, an ExpoMotoRace through Russia devoted to GED and contacted 30 Governors of Russian regions to support GED.
- Romania: EXPO ARAD organised a special dedicated press conference in Arad (RO) about GED16, compiled a brochure (in Romanian) using translated / adapted content from UFI's materials, re-labelled their introductory CD with GED16 logo - distributing to partners and journalists, posted an advance article at their website dedicated to the forthcoming GED16.  
  
Brno Trade Fairs organised a special press conference in Brno (CZ) dedicated to GED16 and their 1st half year economic activity summary.  
  
ROMEXPO posted GED16 at their website home page and used GED16 in their e-communication as a standard signage.
- Saudi Arabia: Dharan expo and Hill MICE CO. supported GED16.
- Serbia: **to be updated.**
- Singapore: The Singapore Exhibition & Convention Bureau organised a GED social.
- South Korea: **to be updated.**

- South Africa: EXSA organised a diverse array of offerings, starting with a breakfast networking opportunity in Johannesburg.
- AAXO organised an "Exhibition Industry Sympathy SleepOut™" where attendees got the opportunity to network and interact. Among other things, attendees proudly shared exhibitions stories and lessons learnt. They also had the opportunity to participate in a quiz designed test their exhibition industry knowledge!
- CTICC shared the global support for GED16.
- Spain: AFE produced a video of the AFE President and made it available to its Members who are organising different local actions (meeting with official bodies, business organisations and/or journalists).
- Bilbao Exhibition Center, Fira Barcelona, Feria de Zaragoza, Feria de Valladolid, InfoAgro and Verdù supported GED16.
- Switzerland: IELA scheduled a media campaign addressing its members.
- Syria: Several organisers shared their GED activities through Social Media.
- Taiwan: TECA held a GED Conference in early June where pressing industry issues were discussed.
- Thailand: TEA coordinated a "Power of exhibitions" forum which was attended by about 140 professionals from the exhibition industry. The program included courses on topics such as "How to exhibit" and sessions where exhibitors explained how important exhibitions are within their marketing strategy.
- GED16 was also largely celebrated in Thailand, with a lot of social media activity.
- Turkey: Among other companies, Tuyap supported GED16.
- UAE: GES Middle East supported GED16.
- UK: AEO created a UK Poster to print off, adapted three of the guides and created a webpage dedicated to GED. They also asked NEC to put the GED logo on one of their big screens, distributed an industry promotion video on 8 June, and they also held a FaceTime meeting on the day.
- Among other companies, Exhibition World, H2H Communicate and the Montgomery Group supported GED16.
- Ukraine: Exhibition Center "Kozak-Palace" supported GED16.
- USA: Over 110 industry professionals led by IAEE visited legislative offices in Washington, D.C. on 8 June advocating for issues in the exhibition industry.
- Also, among other companies, Baja California Center, Blaine, Exposition Development Company Inc., GES, Messe Dusseldorf North America, ProAgave and TSNN, celebrated GED16.
- Uzbekistan: ITE Uzbekistan organised a picnic on #GED.
- AAXO : Association of African Exhibition Organisers  
 AEFI: Italian Exhibition and Trade Fair Association  
 AEO: Association of Event Organisers  
 AFE: Asociación de Ferias Españolas

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| AOCA:     | Asociación Argentina de Organizadores y Proveedores de Exposiciones y Congresos |
| AUMA:     | Association of the German Trade Fair Industry                                   |
| AMPROFEC: | Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones    |
| CEFA:     | Central European Fair Alliance  |
| CENTREX:  | International Exhibition Statistics Union                                       |
| EEAA:     | Exhibition & Event Association of Australasia                                   |
| EXSA:     | Exhibition Association of Southern Africa                                       |
| HKECIA:   | Hong Kong Exhibition & Convention Industry Association                          |
| IAEE:     | International Association of Exhibitions and Events                             |
| IEIA:     | Indian Exhibition Industry Association  |
| IECA:     | Indonesia Exhibition Companies Association                                      |
| IELA :    | International Exhibition Logistics Association                                  |
| IFES:     | International Federation of Exhibition and Event services                       |
| RUEF:     | Russian Union of Exhibitions and Fairs  |
| MCEC :    | Melbourne Convention & Exhibition Centre  |
| TEA :     | Thai Exhibition Association   |
| TECA:     | Taiwan Exhibition & Convention Association                                      |
| UBRAFE :  | União Brasileira dos Promotores Feiras  |
| UNIMEV :  | Union Française des Métiers de l'Événement                                      |