



GLOBAL EXHIBITIONS DAY #GED17



THE EXHIBITION INDUSTRY UNITED: THINK GLOBAL – ACT LOCAL

FACT SHEET

SHOW YOUR SUPPORT

We are inviting you to show your support for the Power of Exhibitions by joining the conversation on social media. Simply take a photo or record a video of you and/or your colleagues using the prop supplied, along with the message “I/We get it”, and upload it to one or more of your preferred social media platforms (Facebook, Twitter, LinkedIn). Remember to tag us, @eeaaupdate, and include the official hashtags, #GED17, #POWEROFEXHIBITIONS.

Together, we can send a clear message to the world that Australia *gets* the Power of Exhibitions!

WHAT IS GLOBAL EXHIBITIONS DAY?

Global Exhibitions Day is an initiative of UFI, the Global Association for the Exhibition Industry and the International Association of Exhibitions and Events (IAEE). It will take place on 7 June 2017 with Australia the first country kick of the celebrations. Established to highlight and celebrate the contribution of exhibitions to diverse sectors of the economy, business growth and national prosperity, GED is not one event, but a series of events, activities, and personal contributions from all over the world that together will give the global industry a united and cohesive voice to promote the Power of Exhibitions.

Launched in 2016, Global Exhibitions Day received overwhelming support from around the world, including from more than 60 countries. Key messages:

- Exhibitions are the most effective marketing channel, especially for small and medium enterprises.
- Exhibitions stimulate innovation and competition.
- Exhibitions support the development of trade and the internationalisation of business.
- Exhibitions support economic growth and generate significant social and economic benefits.
- Exhibitions provide a face-to-face medium to build relationships and do business.

THE POWER OF EXHIBITIONS

Exhibitions, also known as trade shows, expos or even passion events, are a subset of the business event industry. Nationally, business events are known to be important drivers of the national economy, contributing to trade and investment outcomes, innovation, jobs creation and visitation.

Their value goes well beyond the industry sector of the event – for small and big business. These events play a pivotal role in Australia’s economic prosperity, including boosting the visitor economy through domestic and international visitation (such as transport, hotels, retail and restaurants),

facilitating small business growth by connecting buyers and sellers, knowledge sharing leading to innovation and business collaboration (both locally and globally) and providing a platform for international trade and investment.

In 2015, EY released *The Value of Business Events to Australia* – a study produced for the Business Events Council of Australia with the support of the Australia Government. It found that in 2013-14, over 37 million people attended more than 412,000 business events in Australia. In a 2016 update to the study, EY reported increases across all data from the original findings as follows:

Metrics	2013/14	2016
Number of events	412,000	429,594
Number of delegates (m)	37	38.74
Direct expenditure (\$b)	28	30.2
Direct value add (\$b)	13.5	13.9
Jobs	179,357	193,203

EEAA'S CONTRIBUTION TO #GED17

As the country's peak association for the exhibition and events industry, the Exhibition and Event Association of Australasia (EEAA) would like to see this annual campaign gain momentum and significance and will again spearhead Australia's participation in this global effort in a number of ways.

2017 Leaders Forum and Annual General Meeting

Over 7-8 June, EEAA will hold its annual member community gathering (Annual General Meeting, 7 June) and popular annual summit featuring senior industry leaders and stakeholders (Leaders Forum, 8 June) as part of its contribution to the #GED17 effort. The EEAA Leaders Forum is attended by industry leaders and is designed to tackle the issues and opportunities facing the trade and consumer expo sector and help shape the future of the industry. Assistant Minister for Trade, Tourism and Investment, the Honourable Keith Pitt MP will join the industry at this important event.

#GED17 Reception

On 7 June, EEAA will host an inaugural cocktail reception in support of Global Exhibitions Day ahead of the Leaders Forum on 8 June. Mr Jonathan O'Dea, NSW Parliamentary Secretary for the Premier and Treasurer will also be in attendance.

