



PRESS RELEASE of April 13, 2015

[April 15 - the Global Day of Exhibitions](#)

The aim of the initiative of the Board of PCEI to establish April 15 as the Global Day of Exhibitions is to draw attention of the international business, general public and the media to the exhibition industry, as well as to honour exhibitors, visitors and companies which operate in the exhibition sector. April 15 is the day of establishing UFI - the Global Association of the Exhibition Industry - with its headquarters in Paris, which happened in 1925.

The idea of Polish Chamber of Exhibition Industry was submitted to UFI - the Global Association of the Exhibition Industry - and it was discussed during UFI working forums in 2011-2014. National trade fair associations gathered in UFI Associations' Committee believe in the necessity to promote the exhibition sector and industry all over the world on behalf of all its participants and stakeholders. UFI Steering Committee and PCEI independently attempted to have UNESCO establish this international sector holiday. Unfortunately the procedures related to such initiatives are long-lasting and complicated and the new rules of submitting such motions limit the chances of success of PCEI initiative. Therefore at the annual UFI Congress in Bogotá in November 2014, national trade fair associations, including Polish Chamber of Exhibition Industry and IAEE association from the USA, which in June 2014 organized the Exhibitions Day in Washington, at the meeting of the UFI Associations' Committee, decided to establish a working group aimed at developing the concept of an event promoting exhibitions as an instrument of marketing for enterprises and a factor influencing the economic development and the growth of regions, which would be possible to organise in many countries around the world. There is a possibility that in the year of the 90th anniversary of UFI, which will be celebrated in November 2015 in Milan, by the decisions of the General Meeting, UFI will establish "the Global Day of Exhibitions".

About Polish Chamber of Exhibition Industry

Polish Chamber of Exhibition Industry, founded in 1993, is the only national organization of Polish enterprises leading their business activity in the exhibition industry. The members of PCEI belong to all categories of players on the exhibition market. They are especially: trade fair and exhibition organizers, operators of trade fair and conference venues in Poland, providers of trade fair services such as designing construction and furnishing of exhibition stands, transport and forwarding companies, organizers of foreign trade fair participations, foreign trade fair representatives in Poland, as well as advertising and marketing agencies, media companies, enterprises offering catering and accommodation services.

The PCEI mission is: to provide a comprehensive platform of co-operation and exchanging ideas and experiences for the Polish exhibition market players, to serve the Polish exhibition industry as an effective platform for lobbying, to promote participation in exhibitions as an effective part of corporate marketing and communication strategy, to create circumstances for improving the industry quality standards, including reliable and transparent exhibition statistics, to offer trade fair marketing education in cooperation with marketing specialists, the university lecturers, to create favourable conditions for the Members to enjoy the benefits of integration and cooperation within the Chamber.

The four main areas of activities of Polish Chamber of Exhibition Industry are: lobbying, actions facilitating the integration of trade fair industry, widely understood promotion of trade fairs and exhibitions - including publications, as well as education in the area of trade fair marketing and promotion of ethical business activities in the industry.

PCEI has been an active member of UFI - the Global Association of the Exhibition Industry since 1996. For many years PCEI has been cooperating on a regular basis with CENTREX - International Exhibition Statistics Union, AUMA - the Association of the German Exhibition Industry and many other foreign and international industry organizations.

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