

Press release of January 8, 2016

18 Associations including PCEI have formed a task force devoted to the Global Exhibitions Day

On January 5, 2016, in Paris, in the headquarters of UFI - the Global Association of the Exhibition Industry, the first meeting was held for the task force for a new project, i.e. the first global campaign for the exhibition sector under the name 'Global Exhibitions Day'. The aim of the campaign is to highlight the role of the exhibition industry in the perception of the key stakeholders who are: business community, particularly small and medium sized enterprises (potential clients of exhibitions), state and local authorities, as well as the future generation of exhibition employees.



As a consequence of many months of discussions and arrangements, UFI took a decision to execute globally - with the support of national exhibition associations, simultaneously - on one day (and on accompanying days), a series of events of a promotional character, which would popularize the exhibition industry.

The 'GED' task force currently consists of representatives of 18 national and regional exhibition associations from many countries around the world. Among them there are representatives of Polish Chamber of Exhibition Industry and IAEE - the International Association of Exhibitions and Events from the United States. The two promotional projects which form the foundations of the current campaign are: "Global Exhibitions Day" (PCEI, Poland) and "Exhibitions Day" (IAEE, the USA), whose concepts came into life several years ago in Poland and in the US.



On the occasion of the first working meeting of the UFI 'GED' task force, the Ambassador of Poland in France and Monaco, His Excellence Andrzej Byrt, hosted a ceremonious dinner.



The dinner was attended by: Sergey Alexeev, the President of UFI, Kai Hattendorf, Managing Director of UFI; the representatives of several exhibition associations, members of UFI, present on that day: David DuBois, president and CEO, IAEE, United States; Elie Rizk, president of LECA, Lebanon; Raphaële Neveux, director, UNIMEV, France; Anne Gaelle Monot, communications manager, UNIMEV, France; Marzenna Łukaszewicz, executive director, PCEI, Poland; Angela Herberholz, UFI marketing and communications manager and Christian Druart, UFI Associations' Committee Secretary, France.

The dinner was held in the beautiful venue of the Polish Embassy, the famous Hôtel de Monaco.

Photos: UFI archives.

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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