



Herewith we would like to share the official information released by UFI - the Global Association of the Exhibition Industry on January 19, 2016

First ever “Global Exhibitions Day” - the global exhibition industry sharing one single and cohesive voice

This is the first ever “Global Exhibitions Day” to highlight the exhibition industry’s benefits for the economy and - the fun of working in the industry. UFI and IAEE announced 8 June 2016 as “Global Exhibitions Day 2016”. The global exhibition industry is sharing one single and cohesive voice.

Exhibition organisers, venues, associations, and service providers from countries all around the world are uniting behind a global initiative to stage the first ever “Global Exhibitions Day” on 8 June 2016.

Driven by Paris based UFI - The Global Association of the Exhibition Industry, and Dallas based IAEE - The International Association of Exhibitions and Events, a growing list of associations and industry players have pledged to join forces to promote the industry and to highlight its achievements.

“There are many great national and regional initiatives, addressing exhibitors, visitors, policymakers, and other stakeholders. Uniting these achievements under one common umbrella will strengthen the messages and multiply the reach”, says Sergey Alexeev, UFI President, and Julie Smith, IAEE Chairperson.

The campaign will focus on messages that promote the value of exhibiting for companies, the key support role of exhibitions for the development of trade and internationalisation, and the stimulating role exhibitions play in driving innovation and competitiveness of companies. At the same time, Global Exhibitions Day is also meant to be a celebration of the people working in the exhibitions industry, showing the excitement and career opportunities that the industry has to offer.

While it is the intention that Global Exhibitions Day will grow as an event in the coming years, the initiative will be truly global from its very beginning. Already today, industry leaders from all continents have pledged their participation. “We are amazed by the support this idea has received already“, says Kai Hattendorf, UFI Managing Director, and David DuBois, IAEE President and CEO. “As preparations progress, we’re inviting every player in our industry to get involved as well.”

List of associations currently members of the task force: UFI (Global), AAXO and EXSA (South Africa), AEFI and CFI (Italy), AEO (UK), AFE (Spain), AUMA and FAMAB (Germany), CEFA and CENTREX (Central Europe), EEIA (EU), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), LECA (Lebanon), PCEI (Poland), RUEF (Russia) and UNIMEV (France).

If you want more information about how you can participate in “Global Exhibitions Day”, please contact: UFI, Christian Druart at GED@ufi.org

Source: www.ufi.org - Paris/ Dallas

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.

Contact:

Marzenna Łukaszewicz, Executive Director; ph. +48 61 866 15 32; m.lukaszewicz@polfair.pl ; **Polish Chamber of Exhibition Industry, Bukowska Street 12 (World Trade Center Poznan building, room 122); 60-810 Poznań, Poland.**
www.polfair.pl