

*Press release of November, 25, 2016*

Kick-off of the Global Exhibitions Day 2017 campaign in Poland



Polish Chamber of Exhibition Industry is proud to become the Partner of the global UFI campaign “Global Exhibition Day 2017”, to be launched, for the second time, in 2017. The global promotional action is supported by majority of national and international organizations of the exhibition industry from all over the world, associated in the UFI Associations Committee.



The Global Exhibitions Day 2017 will be held on June 7th, however already six months before this date, on the initiative of the Polish Chamber of Exhibition Industry, the logo of GED 2017, was placed on the commemorative T-shirts for the participants of the 8th Winter Convention of PCEI, held on November, 23-25, 2016, in Ciechocinek.

The objective of the campaign, launched for the first time in 2016, by UFI – the Global Association of the Exhibition Industry, supported by majority of the leading industry organizations, including Polish Chamber of Exhibition Industry, 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 an local authorities, as well as the future generation of exhibition employees.



The participants were more than happy to pose in the t-shirts during the conference and they also wore them during the 2nd Winter Run of PCEI. This information will naturally be passed to our friends in UFI and other partner associations!

*Polish Chamber of Exhibition Industry, November 25, 2016.; photo: fotobueno - [www.fotobueno.pl](http://www.fotobueno.pl)*

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#### *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:*

- 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.*

*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 PCEI:**

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