

PRESS RELEASE of April 8th, 2016

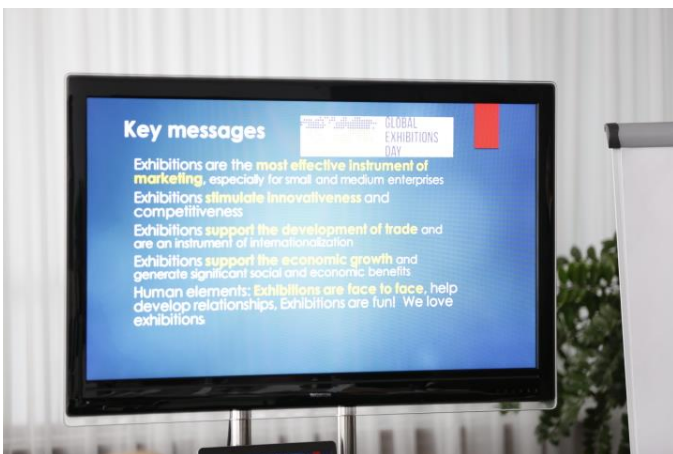
CENTREX union and Polish Chamber of Exhibition Industry promote Global Exhibitions Day

The agenda of the CENTREX General Assembly held in Poznań on April 8, 2016, with invited guests representing Polish Chamber of Exhibition Industry, included the issue of “Global Exhibitions Day” campaign. The first ever promotional campaign devoted to the exhibition industry will be run on June 8, 2016, by UFI - the Global Association of the Exhibition Industry, in cooperation with national and international exhibition associations and their members and partners.



Polish Chamber of Exhibition Industry and CENTREX International Exhibitions Statistic Union, are Partners of the project and are working at full capacity over the project execution. Participants of the CENTREX meeting in Poznań discussed the project thoroughly.

Mr. Károly Nagy (the former longstanding executive director of CENTREX and the former marketing director of HUNGEXPO - the leading Hungarian exhibition organizer; an expert in the area of audit of exhibition statistics) presented the most important aspects of the campaign.



Mr. János Barabás (Chair of the UFI Associations Committee and Vice-President of UFI, the Secretary General of CEFA, the long-standing president of HUNGEXPO, the leading Hungarian exhibition organizer from Budapest) informed about latest developments and UFI Executive Committee decisions regarding the campaign.

It is worth mentioning that the key messages used by all campaign participants for external communication had been developed by the Central and Eastern Europe major industry organizations: Polish Chamber of Exhibition Industry and the CENTREX union. On January 5, 2016 they were approved by UFI Task Force, composed of, among others, Mr. János Barabás, Mr. Károly Nagy and Mrs. Marzenna Łukaszewicz.

The key messages of the GED campaign for external communication are:

- **Exhibitions are the most effective instrument of marketing, especially for SMEs**
- **Exhibitions stimulate innovativeness and competitiveness**
- **Exhibitions support the development of trade and are an instrument of internationalization**
- **Exhibitions support the economic growth and generate significant social and economic benefit**
- **Exhibitions are face –to – face contact**

During the CENTREX Meeting in Poznań the participants had pleasure to take a photograph with the logo of the campaign.



Polish Chamber of Exhibition Industry was among the originators of the Global Exhibitions Day project. The original PCEI initiative (by Mr. Adam Gabrysiak, PCEI vice-president) was presented to UFI General Assembly, the Board of Directors and the Associations Committee, by Mr. Andrzej Byrt, the then president of PCEI. Later on the UFI decisive bodies and the Associations Committee welcomed the US experience on the „Exhibitions Day” created in 2014 and 2015 by the International Association of Exhibitions and Events (IAEE) and the Exhibitions Mean Business campaign to foster a stronger relationship with and build awareness among federal legislators and other government influencers.

The UFI Global Exhibitions Day working group, set up on January 5, 2016 , started extensive works which resulted in the concept and assumption of the project, the GED logo, key messages for external communication, and last but not least, a wide range of ideas and activities – the so called „ideas factory”. The most important however will be actions and initiatives to be implemented by the Partner associations, and their members and partners.

Source: Polish Chamber of Exhibition Industry, April 2016; photo: Studio Ozdoba, Dariusz Ozdoba; studio Fotobueno.

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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