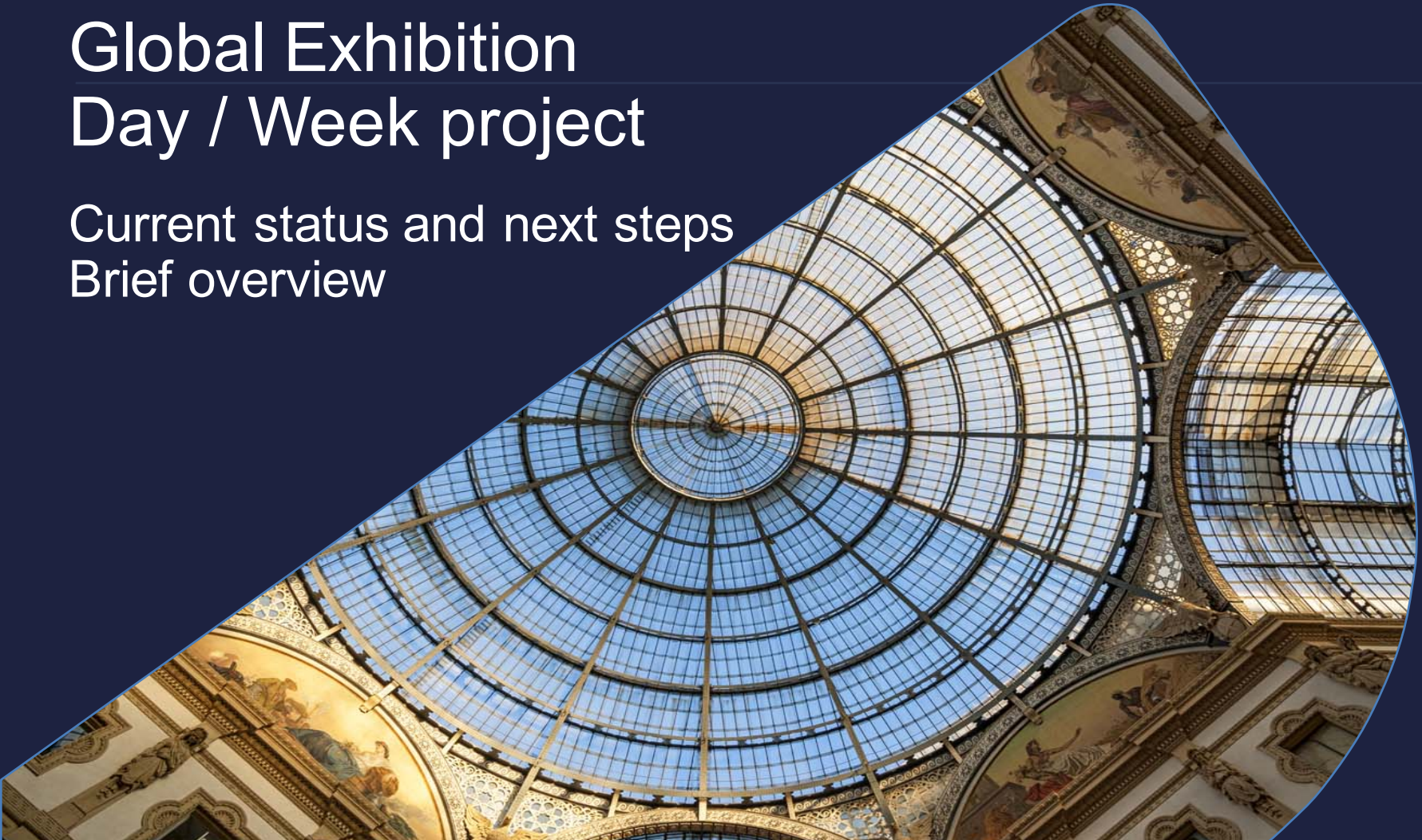


# Global Exhibition Day / Week project

Current status and next steps  
Brief overview



# 8 June 2016 (or 6-12 June) “Global Exhibition Day” (or Week)

## Objective / current thoughts

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- Raise the profile of our industry (promote the value of trade shows and exhibition for businesses and for international collaboration) among key stakeholder groups (which could include government, the broader business community and next generation staff and customers).
- The way forward that has been agreed on is to build on a number of successful initiatives around the world, most notably IAEE's Exhibition Day in the US which has been developed over the past two years and received support from a number of its regional partners.
- The idea is to co-ordinate a series of promotional messages among the national member associations around the world over the period of one or more days.



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The Global Association of the Exhibition Industry

# Associations who have declared wishing to be an active member of this project

## (Current survey results)

**Answers from 22 Associations:** 16 wishing to be active + 2 represented / 4 asking to be informed & may join later

### All UFI regions covered:

	Americas	Europe	Middle East & Africa	Asia & Pacific
YES	USA (IAEE + SISO-see note 1- + EDPA)	EU (EEIA) Central Europe (CENTREX)  France (UNIMEV) Germany (AUMA + FAMAB + IDFA-see note 2) Italy (AEFI+CFI) Poland (PCEI) Russia (RUEF) Spain (AFE)	Lebanon (LECA) South Africa (EXSA)	Indonesia (IECA) India (IEIA)
NO but I wish to be informed and I may join later		Turkey (TFYD)		Macao (MFTA) Thailand (TCEB)
	IFES			

Note 1: SISO participates in both the Exhibitions Day and Exhibitions Mean Business programs with IAEE and is making a financial contribution to the Exhibitions Mean Business fundraising campaign directly.

Note 2: AUMA will represent IDFA who may join later

**Tuesday 5 January meeting:** 4 Associations (+UFI) present / represent 5 : IAEE (SISO) + LECA + PCEI + UNIMEV  
(RUEF to be added) 6 will join by phone / represent 7: AEFI/CFI, AUMA (IDFA), CENTREX, EXSA, IEIA  
5 are not available on 5 January: AFE, EDPA, EEIA, IECA, FAMAB

# Project timeline



## To be confirmed after the 5 January meeting

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### Recently done:

- 4-7 Nov. 2015 Meetings in Milan (Executive Committee and Associations' Committee)
- 10 Nov. Survey to all UFI Member Associations

### Next steps:

- 11 Dec. Project document to be sent to all Associations committed to the project
- 5 January 2016 Meeting in Paris to define detailed action plan
- January Enrichment of the project document
- 2 February UFI Executive Committee
- February-March Work on the detailed content / possible additional local recruitment (ex. UFI AC meeting in Chiang Mai)
- April-May Implementation of detailed action plan
- June Global Exhibition Day/Week
- July-Sept Measurement of the impact / review