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Global Exhibitions Day 2025 theme and key messages announced

- Tenth edition of Global Exhibitions Day to be celebrated on Wednesday, 4 June 2025
- Theme for 2025 is “Exhibitions unleash potential”

The tenth edition of Global Exhibitions Day (GED) will be held on Wednesday, 4 June 2025, under the theme “Exhibitions unleash potential”.

Facilitated by UFI, The Global Association of the Exhibition Industry, all businesses and professionals in the sector are invited to celebrate GED by showcasing how exhibitions unleash potential by driving multi-industry growth, empowering professionals, and delivering economic and social impact worldwide.

Key Campaign Messages

As part of the theme, four key messages have been introduced to highlight the far-reaching benefits for the diverse stakeholders across the exhibition ecosystem:

1. Exhibitions drive collaboration and innovation to transform businesses and industries.
2. Exhibitions enable new, emerging and established talent to grow and succeed.
3. Exhibitions power economic development and societal progress for countries and communities.
4. Exhibitions amplify reach, build brands, foster connections and drive revenue through face-to-face engagement.

These messages emphasise how exhibitions unleash potential for all: industries and individuals, communities and companies.

UFI President Hugh Jones comments: “Global Exhibitions Day 2025 is a powerful reminder of how exhibitions unleash potential across industries and communities. This ten-year milestone is an opportunity to celebrate our industry’s achievements and to recognize its contribution to economic and social progress. I look forward to celebrating GED 2025 with my colleagues and friends across the world.”

Get Involved

Resources and tools to help you celebrate GED 2025 can be found on the official event website: www.globalexhibitionsday.org.

Some ideas on how to get involved include:

- Plan and host your own GED 2025 activity or campaign.
- Engage government officials to endorse and recognise the exhibition industry.
- Personalise the [GED 2025 toolkit](#) with your unique visuals and story.
- Partner with local media to raise awareness of GED and the exhibition industry.
- Showcase your GED initiatives on social media using **#GED2025**.

Thanks To Our Partner Associations Supporting #GED2025

This global day of advocacy is supported by over 70 national and international industry associations:

AAXO, ABEA, ABEOC, AEFI, AEO, AESDAC, AEV, AFE, AFECA, AFEP, AFIDA, AIFEC, AKEI, AMEREF, AMPROFEC, AOCA, APPCE, ATFEOF, AUIEC, AUDOCA, AUMA, BICEIA, CAEC, CAEM, CEEIS, CEFA, CENTREX, CLC-VECTA, ECA, EDPA, EEIA, EFU, EMECA, ESCA, ESSA, EXSA, EXPO EVENT, FAIRLINK, FEBELUX, FKM, fwd:, GDFOA, HKECIA, IAVM, IDFA, IECA, IEIA, IELA, IEOA, IFES, IT-EX, JEXA, LECA, MACEOS, MECA, MFTA, ON-GO, PACEOS, PCEI, SACEOS, SBE, SCEIA, SECA, SISO, SOKEE, SLAPCEO, SZCEA, TCEA, TEA, Exhibitor Advocate, TECA, TFOA, UBRAFE, UNIMEV, and WTCA.

For questions, please contact: ged@ufi.org.

To learn more about Global Exhibitions Day, please visit www.globalexhibitionsday.org.

Attachments:

- [Global Exhibitions Day 2025 – Horizontal Logo](#)
- [Global Exhibitions Day 2025 – Square Logo](#)

About UFI, The Global Association of the Exhibition Industry: UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally and also works closely with more than 72 national and regional association members. Close to 900 member organisations in 90 countries and regions worldwide are presently signed up as members. Over 900 international trade fairs proudly bear the UFI-approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org