

Global Exhibitions Day 2020 - Exhibitions are key to rebuilding economies.

Exhibitions are key to rebuilding economies. The global exhibition industry will reconnect and rebuild businesses. Our world has been turned upside down this year, and the exhibition industry is essential to creating the connections that will rebuild our economies.

The exhibition industry represents €167 bn annually added to global gross domestic product through participation in the events. We are an industry that is proud to be both a contributor to local economies and a stimulus for business growth throughout the world.

Exhibitions are the marketplaces and meeting places for entire industries – regionally, nationally, and internationally. Exhibitions are a much-needed fast track to drive the economic recovery after COVID-19 – especially for small and medium enterprises, who represent the backbone of every economy and for whom exhibitions and face to face events are a leading sales channel.

Exhibitions help businesses rebuild. Trade exhibitions are a proven method of stimulating growth. Annually, €251 bn in business sales are generated across the diverse business sectors that gather at our shows.

An exhibitor can anticipate that for every €1 she spends, she'll see a €2 ROI during the event, and €8 (\$8) ROI during the post-event period. Exhibitions are a proven and reliable method for driving business growth.

Face to face connections made at exhibitions will lead to the renewal of our industries and economies. New connections lead to new business. With over 300 million visitors annually, trade shows are the best way to find the connections that will renew sectors and local economies

Exhibitions are the perfect way to combine the digital world with face-to-face. The trust between client and supplier cannot be built and maintained by digital media. The adoption of more digital enhancements allows for buyers and sellers to connect more quickly, and to maintain those connections all year long.