

3 JUNE 2020: FIFTH "GLOBAL EXHIBITIONS DAY"

WITH "VOCE DAL CIELO", AEFI AND THE ITALIAN EXHIBITIONS TURN UP THE VOLUME ON THE WORLD

From one of the sectors worst hit by the Covid-19 emergency, comes the first emotional video of a project aimed at describing, in the silence of the cities, the strength of Italian exhibitions, ready to make their contribution to "restarting" the country

#GED2020 #AEFIGED2020

Milan, 4 May 2020 - A strong message, that highlights the willingness of a sector to start again. One month away from **Global Exhibitions Day 2020 - #GED2020**, the most important event of the year which celebrates the global exhibition sector highlighting the positive impact on employment, economic activities, territories and innovation, that will be on **3 June, AEFI-Italian Exhibition and Trade Fair Association** raises its voice with an emotional video to describe, in the silence of the cities, Italian talent and work, singing to the world the desire to start again.

Not being able to organise events for the general public due to the restrictions caused by the pandemic, [AEFI-Italian Exhibition and Trade Fair Association](#) has chosen to celebrate the fifth Global Exhibitions Day by interpreting the message "**Exhibitions are the key to rebuilding economies**", defined globally by UFI-The Global Association for the Exhibition Industry, through two videos. The first - which will be online from 1 May - is "**Voce dal Cielo**" and describes the pride of a country that has done and knows how to do extraordinary things and the willingness of the Exhibitions to start again and be the voice and vehicle of Made in Italy the world over.

So while the country is in silence, waiting to restart, Italian Exhibitions raise their voices and on the notes of Bellini's "Casta Diva" sing in chorus about talent, work and that unique capacity to create excellence that is recognised throughout the world. One strong voice, that crosses the skies of every nation and continent to let everyone hear that the exhibition sector, so heavily affected by the epidemic is ready to start again, to bring Italy into the world and the world into Italy.

Because the exhibitions know how to create value for our country and our businesses: they are a unique showcase of excellence, business platforms and link with the territories.

Created by Facci & Pollini in Italian and English, under the creative direction of Riccardo Facci, the first of the two **videos of the "GED2020" project is online from 1 May on the AEFI YouTube channel, at the following link:**

<https://www.youtube.com/watch?v=fYa9CEImJ2I&feature=youtu.be>

Also available on the [AEFI site](#) and on all the Association's social channels:

- **LinkedIn @AEFI:** <https://www.linkedin.com/company/aefi--associazione-esposizioni-e-fiere-italiane/>
- **Facebook @aefifiereitaliane:** <https://www.facebook.com/aefifiereitaliane/>
- **Twitter @infoaefi:** <https://twitter.com/infoaefi>

Stay tuned, for the sequel

"Casta Diva" is sung by soprano Anna Sanachina.

[AEFI - Associazione Esposizioni e Fiere Italiane](#), a private non-profit Association, was established in 1983 with the goal of generating synergies between the most important Italian exhibition districts. It currently includes 36 member exhibition districts, which organise over 1000 events a year over an overall exhibition area of 4.2 million square metres. Nearly all international and national trade fairs which take place each year in Italy are held in AEFI-member exhibition districts.

AEFI is a privileged partner for operators and institutions alike, and its role is to support members through the development of activities and programmes in the sphere of training, marketing, promotion and research, as well as to provide services for trade fairs through the activities of its Committees: Exhibition Hub Technical Committee, Legal-Administrative Committee, Internationalisation Committee and Trade Fairs Network Committee. On the internationalisation front, AEFI supports members thanks to agreements with strategic markets. To date, partnerships have been agreed with Iran, Taiwan, Lebanon, India, Thailand, South Africa and Poland, with AmCham, the American Chamber of Commerce in Italy,

with CENTREX-International Exhibition Statistics Union and with EUPIC-EU Project Innovation Center. A memorandum of understanding has been signed with SACE and SIMEST.

AEFI has promoted the foundation of ISFCert, the Certification Institute for Exhibition Industry Statistics which, through rigorous methodologies, enables Italian organisers to present and recognise standardised data, in the name of transparency and reliability.

AEFI represents Italian trade fairs in UFI - Union of International Fairs.

<https://www.aefi.it/en/>

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