

## “We are Exhibitioners!” How we’re Celebrating Global Exhibition Day

– By Reed Exhibitions Greater China

Although the global economy has been frustrated due to COVID-19 over the past four months, we're glad to see that more and more cities and countries have begun to lift restrictions. As worldwide outbreaks begin to wane, the whole world is eager to recover its production and economy.

As a world-leading exhibitions company, the first step we took was to rebuild and restore interactivity in our office.

We furnished our offices with a Global Exhibition Day (GED) wall, which attracted our colleagues to stop by and take selfies.

We also organized a GED party in the Shanghai office, together with our first birthday party since the outbreak. The celebration was also put online, so even those who couldn't attend onsite were still able to share the moment along with their best wishes.





The two campaigns were greatly inspirational, especially to our show teams who have been crazily busy with upcoming exhibition in China from June.

**We are proud to be exhibitors!**

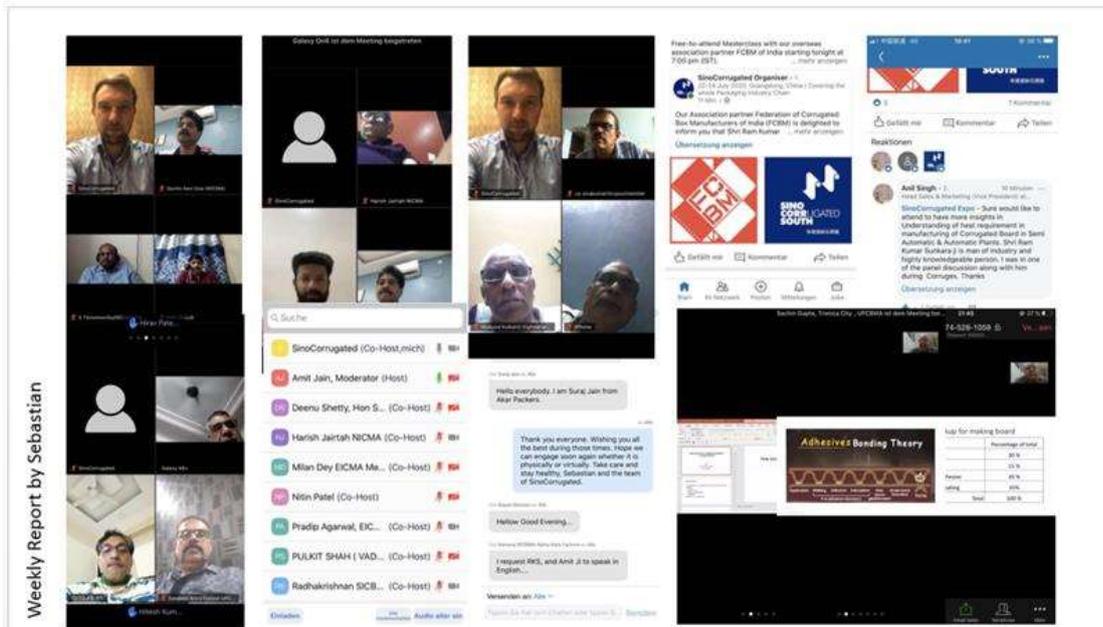
Even in the most difficult of times, we never gave up. Our show teams have been embracing a variety of approaches, such as live-streaming courses and online matchmaking, including online exhibitions to remain interactive within different industries.



/The screenshot of online match-making, SINOCORRUGATED South/



/The screenshot of live-course timetable, C-touch& Display Shenzhen/



/The screenshot of online match making/

Two weeks ago, China's government cleared the way for (exhibitions and MICE events to restart across the country. We are also excited to announce that most of our exhibitions will be taking place as scheduled.

At the same time, we will also be launching online exhibitions, which will enable our exhibitors and visitors, who are still under travel restrictions, to take part and conduct business.



/The screenshot of the upcoming NEPCON Asia 2020 online expo /

Exhibitions are key to rebuilding economies. Finally, we would like to offer you some impressions from our show teams, who have been working tirelessly at the forefront.

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*The most alluring side of being an exhibitor is that we connect people from different parts of the world, different cultural backgrounds simultaneously on the same spot.*

*It is on this very spot – our exhibition that exhibitors & visitors connect with each other, forge business relationship and exchange views and thoughts that later will advance the technology and even reshape the world we're living in.*

*— by Edison Li, Project Manager of C-Touch& Display, Reed Exhibitions Greater China*

*As professional exhibition organizer, I hope that both my team and my project could be the first choice to my clients (both exhibitor and visitors). When they are looking for sales& marketing solutions and business opportunities, what we can offer to them is not limited with the traditional face-to-face trade show but also digital technologies including online and digital solutions, so they will have more choices to achieve their expectations.*

*— by Tim Wang, Senior Project Director of NEPCON China& NEPCON Asia, Reed Exhibitions Greater China*

*We are living in a time-so-called VUCA (“V” for volatility , “U” for uncertainty, “C” for complexity and “A” for ambiguity). It is necessary of our exhibitors to keep the same pace with the times with the industries, to concentrate on innovation and to seek for development together. Let's expect a brighter future of expo industry after the epidemic this year!*

*— by Chris Zang, Project Director of ALU, Reed Exhibitions Greater China*

On this day, Reed Exhibitions Greater China joins hands with fellow exhibitors worldwide to celebrate Global Exhibition Day!