



GLOBAL  
EXHIBITIONS  
DAY #GED2020  
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## Winning Back Confidence in the Industry:



### THINK Forum 2.0 drives the Exhibitions Industry on Global Exhibitions Day 2020 June 3<sup>rd</sup> 2020

Geneva, Switzerland – June 2<sup>nd</sup> 2020

It might appear to be a contradiction in terms but «Working Closer Than Ever Before in a current world of Social Distance» is the path to take in the future. Having experienced the necessity of confinement and isolation to combat the spread of Covid-19 infections, our priority now is **to look forward at the NEW NOW**. The next important stage of ADAPTATION in our industry is on the doorstep. The importance of the global exhibitions industry is undeniable. It is now our job to work closer together than ever before. In order for us to continue doing business, **we must rebuild and create added confidence** for local authorities, current and new customers as well as partners.



IELA takes a step forward with the industry as a whole.

Join

Wednesday June 3<sup>rd</sup>  
on Global Exhibitions  
Day 2020 #GED2020

8am Mexico City,  
10am Sao Paulo,  
2pm London,  
3pm Geneva,  
5pm Dubai  
9pm Singapore

Firstly we take you back to a real highlight at the IELA Venice Congress in June 2019: #THINK - Think Campus podium discussion «Moving from a product-focused to a customer-centric perspective». A great success and widely acclaimed by congress delegates, this session presented the unique opportunity of bringing together a wide range of industry representatives who work to make exhibitions and events happen - exhibitors, venue owners, pavilion organisers and event organisers. This was the chance to hear their perspective and recommendations on how to make events and exhibitions even more successful.

**Now IELA spearheads progress by taking this step forward: as an integral part of the IELA RELOAD Programme**, IELA is organising the session « IELA THINK Forum 2.0 » taking place on **Wednesday June 3<sup>rd</sup>** at 3pm Geneva time. The subject is «Working Closer Than Ever Before in a current world of Social Distance».

Invitation link to register:  
[shorturl.at/rtAK3](https://shorturl.at/rtAK3)



Leading representatives of the industry will be online in this podium discussion moderated by **Florent Jarry**, AMR International (moderator in the 2019 Think campus session) including:



- **Ricard Zapatero Camps**, International Business Director of Fira Barcelona, member of the Executive Board of Fira Barcelona & member of the EMECA Board, an association composed of 24 leading exhibition venues in Europe.



- **Giacomo Lucchini**, Consultant and former Fiera Milano & UFI Operations and Services Committee Chair (participant in the 2019 session).



- **Markus Metzmacher**, ifm electronic GmbH with an international exhibitor's perspective (participant in the 2019 session).



- **Guido Fornelli**, Expotrans, IELA Board Member.

It is not just by chance that [Wednesday June 3<sup>rd</sup>](#) has been selected for revolutionising the industry. Join us also that day for **Global Exhibitions Day**, an UFI initiative to send a strong signal to all policymakers and stakeholders of our industry on the power of exhibitions.



#### About #togetherSTRONG Campaign:

IELA, the International Exhibition Logistics Association, launched the campaign **TOGETHER STRONG** campaign on **March 5<sup>th</sup> 2020**, **honouring and giving support to every single individual in the exhibition and event industry** during this period of uncertainty, which **fosters business in thousands of vertical industries all over the world**.

Together with associations, organisers, venues and service providers etc., we are building the contingency network to cater to the industry's needs. For this reason, and due to the nature of home office participation which offers unrelenting flexibility to combat the loss of cancelled activities, IELA invites all event professionals to join the initiative TOGETHER STRONG and support the Global Exhibitions Day, TOGETHER and STRONG!

#### About IELA:

The **International Exhibition Logistics Association** is the global industry network enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition & event industry. IELA works with venue owners, organisers and national associations educating, training and sharing expertise for safe and secure operations around the world. The quality brand IELA is currently represented by 173 members and 31 affiliates in 56 countries.



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IELA International Exhibition Logistics Association

