

MESSAGE FROM THE MINISTER OF INDUSTRY, TRADE AND TOURISM OF SPAIN, MRS. REYES MAROTO

The Minister of Industry, Trade and Tourism of Spain, Mrs. Reyes Maroto, has sent us a video with a message of support for our industry. This is the translation of the message:

From the Ministry of Industry, Trade and Tourism we join the celebration of the Global Exhibitions Day, promoted by the Global Association of the Exhibition Industry, a day in which the main representatives of the industry, organizers, exhibition operators, venues, convention centres, associations and service providers from around the world, come together to show the value of the exhibition industry.

This year is a very special year because, after months without exhibition activity due to the pandemic, the ongoing vaccination campaigns in Spain and in neighboring countries, allow us to glimpse the reactivation of the sector.

The celebration of FITUR, one of the most important international exhibitions held in Spain, has been a turning point to restart the activity of exhibitions and conferences, being Spain also a benchmark in safe exhibitions.

In the near future, important exhibitions such as the Mobile World Congress or the Automobile Show are planned, which shows, once again, that Spain is ready for the restart of the exhibition activity.

On this special day -Global Exhibitions Day-, I want to express all my support, all my admiration for exhibitions, and highlight the relevant role they play in economic recovery, not only helping companies but also connecting people, as is demonstrated through the role of exhibitions in MICE tourism, with a great economic and social impact for Spain.

In 2019, the activity in Spain cumulated in 600 exhibitions in which 82,000 exhibitors and more than 10 million visitors participated, with an impact of 13,000 million euros, generating more than 120,000 jobs.

Our goal must be for Spain to continue to be one of the world leaders associated with exhibitions and event tourism.

According to ICCA data, Spain was the fourth country in the world in the number of organized events in 2019, with Barcelona and Madrid fourth and fifth cities worldwide. And to maintain leadership, we know that we have to adapt to the new times, and for this reason, digitization represents an opportunity for exhibitions to have a greater geographical and spatial scope, and so that they can add value and return on investment for organizers and participants.

Spain has been one of the first countries in Europe to resume exhibition activity, thanks to the commitment of administrations and companies, who have worked together to make this reopening possible.

We must continue to promote this activity to reinforce Spain's attractiveness as an international destination for exhibitions and events and to improve our global tourism competitiveness.

It is an exciting challenge that summons us all, the public administrations and the private sector.

You can count on the full support of the Government of Spain.