

Global Exhibitions Day celebrated with zeal and enthusiasm

IEIA organised events at multiple venues for the occasion that was commemorated in more than 60 countries worldwide

In 2016, UFI launched Global Exhibition Day (GED), the largest awareness campaign for the exhibition and events industry to "raise the profile" of the sector as one of the most vital contributors to economic growth in cities, regions and countries. This year, GED was celebrated on June 6, 2018, in more than 60 countries.

The IEIA (Indian Exhibition Industry Association) organized Global Exhibition Day, on 6th June 2018 at Bombay Exhibition Centre, Mumbai, ITPO, New Delhi; IEML, Greater Noida, Hitex, Hyderabad and JECC, Jaipur.

The GED celebrations in Mumbai were

marked with lot of fun entertainment programs comprising music (vocal and instrumental) and dances which are performed by none other than Industry professionals. In addition to 'soul soothing' entertainment, there was delicious cocktail and dinner.

Over 600 industry professionals took part in GED celebrations held at Bombay Exhibition Centre, Mumbai and expressed their solidarity to the MICE industry. As the participants and invited guests were entering the GED venue, at the registration counter, the participants were given a wrist band to wear which also had the impression of 'Safety.' The participants were also presented with a



GED 2018



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IESA donates Rs.15 lakh to Friends of Tribal Society for kids' education

During the GED celebrations, IESA donated Rs.15,00,000 to Friends of Tribal Society (FTS). "We believe in giving back to the society. Last year we had organized Blood Donation Drive all over Mumbai and we had collected 750 units of blood which was very much appreciated by IEIA, UFI and our members. This year we collected approx. Rs.15 lakh donation from IESA members for a social cause which we donated to FTS, an NGO who run hundreds of schools for under privileged Adivasi children who are deprived of even basic education. Our donation supports 75 such schools and about 150 kids' education fees. We believe education is the key for the development of India and our association decided to support this basic and nationally important cause," said H. K. Bhattad, President of IESA. Thanking IESA's noble gesture, Anamika Sheth, Admin Head, Mumbai Chapter Office, said: "We run over 54,000 Ektal Vidyalayas (schools) across India. To manage the running of these schools, there are 34 chapters, 234 Anchals and 1,756 Sanch. All these are monitored by over 7,000 whole time dedicated filed personnel." According to Sheth, these schools provide: basic education, health care awareness, development education, empowerment and Sanskar education, so that the Adivasi children become better citizens of tomorrow. There are lot of fun and play activities as well. We are thankful to Event and Exhibition fraternity for so kindly donating for the cause of Adivasi children. This will go a long way in carrying out our mission," said Sheth, who made an appealing presentation at GED18 Mumbai.

kit containing safety helmet and safety jacket, thus prominently highlighting and reminding of the 'Safety aspect at Work'. The programme began with the lighting of the Holy Lamp by the industry's leading personalities - Bhupinder Singh, Hon. Secretary of IEIA, H. K. Bhattad, President of IESA, Dibakar Chatterjee, Chief Executive Officer, Nesco Ltd, the venue host of the GED18, Mumbai, Sunil More, VP-IESA; Ajit Thakkar, VP-IESA, Max Fernandes, Executive Member, IEIA and other industry leaders.

In his inaugural address, Bhupinder Singh, said: "Being one of the powerful and impactful sectors within the 'service industry' MICE has a major role to play in the promotion of products and services. And our industry needs to get recognition as one of the important driving forces in the growth of the economy. As such GED is an opportunity not only to celebrate ourselves as being part of this great industry but also to raise our profile. I thank NESCO for offering their venue to

host this year's GED18 in Mumbai."

A thought provoking presentation was also made on the occasion, highlighting the entire 'Safety' aspects of exhibitions and events. The 'safety' gallery was also on display, explaining some of the tools to be used and safety measures to be taken during exhibition.

Satyendra Mehra, Group Director, NuernbergMesse India Pvt Ltd, made an inspiring presentation on "Career in MICE' industry in which he first highlighted the scope and importance of Events & Exhibition industry and the possible career opportunities.

Global Exhibitions Day (GED18) was a strategic global event aimed at highlighting the significant contributions made by the MICE sector. "What a better moment than to celebrate the Global Exhibition Day (GED). It is the celebration of the MICE sector, by the MICE sector and for the MICE sector, to bring all of us together and stay united as power that immensely contribute for the

growth of business and industry. GED is celebrated to recognize that exhibition is also one of the important industries in the world," said H. K. Bhattad, President of IESA (Indian Exhibitions, Conferences & Events Services Association).

Celebration News from other parts of India :

Jaipur: Jaipur Exhibition and Convention Centre (JECC) celebrated GED involving all the staff members and key industry people. It started off with Aashish Vyas, general manager welcoming the Chief Guest S. S. Ratnu, SHO, Sanganer Sadar. This was followed by balloon flying activity by the team, symbolizing growth in the exhibition industry space. There was also a quiz competition.

Hitex, Hyderabad: HITEX joined Global Exhibitions Day celebrations by organizing Organ Donation Awareness Camp in multiple locations and corporate campuses throughout Hyderabad in partnership with Jeevandan. 