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JMIC Celebrates Global Exhibition Day: Showcasing the Economic and Social Power of Exhibitions

Brussels, 5 June 2024 – The Joint Meetings Industry Council (JMIC) celebrates Global Exhibition Day, underscoring the significant economic impact of exhibitions worldwide. By providing the meeting and market places for all sectors, exhibitions drive economic growth through revenue generation, job creation, and knowledge exchange.

For centuries, exhibitions have served as a platform for business opportunities and innovation. They facilitate new business deals, partnerships, and market expansions while promoting sharing of ideas and technological advancements.

Furthermore, international exhibitions promote cultural exchange and community engagement, fostering inclusivity and local economic participation. Regularly hosting exhibitions serves to position cities as industry hubs, enhancing their reputation and attracting future events and investments.

James Rees, JMIC President says: "As we celebrate Global Exhibition Day, we recognise the profound impact exhibitions have on our economies and communities. They are not just events; they are powerful engines of economic growth, innovation, and cultural exchange. We invite all stakeholders to join us in acknowledging this key sector of the business events industry."

About JMIC: The Joint Meetings Industry Council (JMIC) is a global organisation that represents the combined interests of major international industry associations in the meetings and events sector. JMIC advocates for the industry's impact, value, and sustainability on a global level.

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