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## Global 'G3' Alliance of AIPC, ICCA and UFI aligns around "This Show is Open for Business" Campaign

AIPC (The International Association of Convention Centres), ICCA (The International Congress and Convention Association) and UFI (The Global Association of the Exhibition Industry) are jointly backing and supporting the industry wide global campaign "This Show is Open for Business".

The campaign, initially launched on March 4 by UFI and SISO (Society of Independent Show Organizers) – highlights the fact that, while numerous events around the world are being postponed or cancelled due to COVID-19, many events are taking place successfully around the world.

It consists of material that meetings industry associations are sharing with their respective memberships. They can add the visuals and text material to their ongoing communications around upcoming events.

"While our primary concern now is the health and safety of our staff and customers we also need to keep in mind that the events we host will play a key part in driving the economic recovery to follow, and we are pleased to be collaborating in a campaign and an alliance that emphasizes that point." said Aloysius Arlando, President of AIPC.

"As part of the G3 Alliance ICCA sees it as vital that, whilst COVID-19 is causing significant disruption, it is important that we highlight the fact that many events are taking place worldwide and delivering great outcomes for their stakeholders, often adapting their programmes to suit current circumstances. ICCA is very supportive of this campaign and collaboration is more important than ever at this time." said James Rees, ICCA President.

"WHO Director General Tedros Adhanom Ghebreyesus has said that, in dealing with the global coronavirus outbreak, our greatest assets are facts, reason and solidarity. This is what the campaign is about, and this is what makes it great that we will work jointly on this as well." says Mary Larkin, UFI President.

All three associations will continue to share the campaign information with the respective memberships. It is currently available here:

**Campaign website | [www.supportingevents.org](http://www.supportingevents.org)**

**ICCA website | [www.iccaworld.org/covid-19/](http://www.iccaworld.org/covid-19/)**

**UFI website | [www.ufi.org/coronavirus](http://www.ufi.org/coronavirus)**

### **ABOUT AIPC | The International Association of Convention Centres**

Founded in 1958, AIPC is a global network of some 190 leading centres in 61 countries with the active involvement of more than 900 management-level professionals. Its mission is to encourage, support and recognize excellence in convention centre management, based on the diverse experience and expertise of its international membership, and it maintains a full range of educational, research, networking and management standards programmes in order to achieve this. AIPC recognises and actively promotes the essential role of the international meetings industry in supporting economic, academic and professional development in communities where its members are located as well as enhancing global relations amongst diverse business and cultural interests world wide.

[www.aipc.org](http://www.aipc.org) | [secretariat@aipc.org](mailto:secretariat@aipc.org)

### **ABOUT ICCA | The International Congress and Convention Association**

ICCA is the global association leader for the international meetings industry and specialises in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA represents the world's top destinations and most experienced suppliers specialised in handling, transporting and accommodating international meetings and events, and comprises of over 1,100 member companies and organisations in almost 100 countries and territories worldwide.

As of 2020 ICCA encompasses all major stakeholders in the world of association meetings, by opening its doors to associations with the launch of the "ICCA Association Community"; offering education, connections, tools and resources to associations to organise more effective meetings.

[www.iccaworld.org](http://www.iccaworld.org)

### **ABOUT UFI | The Global Association of the Exhibition Industry**

UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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