

## PRESS RELEASE

### BIEC Celebrates Global Exhibitions Day 2019



Bengaluru, 6<sup>th</sup> June 2019: Global Exhibitions Day is dedicated to celebrate the exhibition industry and highlight its positive impact on trade, business, innovations and investments. UFI, the Global Association of the Exhibition Industry together with Indian Exhibition Industry Association (IEIA) celebrated Global Exhibitions Day 2019 (GED 2019) on 5<sup>th</sup> June 2019. Through World Wide Web and an array of national and local events, stakeholders from many places joined GED 2019 celebrations.

Bangalore International Exhibition Centre (BIEC) extended its support to GED 2019 and World Environment Day to propagate the importance of exhibitions for the development of various industries across sectors. BIEC celebrated GED 2019 and World Environment Day on 5<sup>th</sup> June at its exhibition centre in Bengaluru and pledged itself to commit to green practices at BIEC and encourage and support to organize eco-friendly and zero waste exhibitions and events in its endeavour to protect the environment.

Speaking about the importance of exhibitions, V. Anbu, Director General & CEO of IMTMA and BIEC and the newly elected President of UFI for 2020 - 2021 said, "Exhibitions offer one of the best

face-to-face opportunities for business and learning. Exhibitions create an ecosystem where many players take part and reap benefits. These include industry, academics, exhibitors, visitors, government, research and academic institutions, and society in general. Exhibitions also mean serious activities such as business, travel, network, tourism, and so on. In my view it is one of the greatest enablers of industry growth and development.”

Supporting Anbu’s views, S. Balasubramanian, Executive Director, IMTMA and COO, BIEC added, “Global Exhibitions Day is a very important event for exhibition industry to propagate its importance to various stakeholders and we wholeheartedly support this initiative. BIEC provides one of the best infrastructure for organizing exhibitions in India and also inculcates the best practices for overall growth and sustainability of the exhibition industry in India.”

### **About BIEC**

BIEC is India’s premier exhibition-cum-conference facility. Spread across 57 acres of lush-green area BIEC infrastructure comprises five exhibition halls, a conference centre, food court, amphitheatre, entrance plaza and a large outdoor area. BIEC is India’s first LEED certified Green Exhibition and Conference Facility. It is a member of UFI, IAEE, AFECA, ICCA and IEIA, globally recognized associations of the exhibition industry. In 12 years, since it was set-up in 2007, over 280 events spread over 1600 days have been successfully conducted at the venue. These include exhibitions from diverse sectors such as construction equipment and technology, woodworking solutions, machineries, exposition of startup ecosystem, digital business, and architecture and building materials, electrical, agriculture, IT, textiles, and so on. Government of India as well as the Government of Karnataka have patronized BIEC for various events organized by them.