

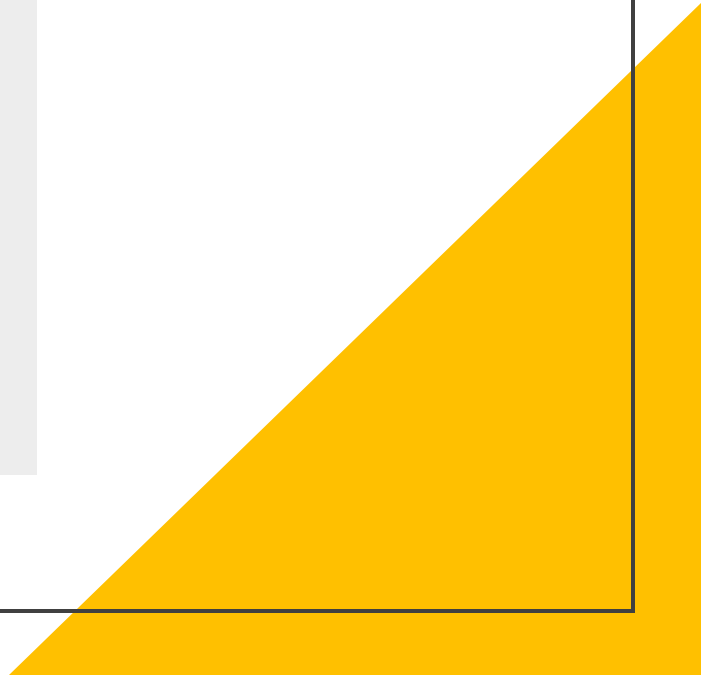
**“Reopening exhibitions &  
business events will rebuild  
the economy.”**

SA **EVENTS**  
COUNCIL

**SA** **EVENTS**  
**COUNCIL**

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GOING LIVE TOGETHER



# MEMBER ASSOCIATIONS



# OUR ROLE



## ONE

**STRENGTHEN**  
the voice of  
the exhibition  
and event  
sector through  
effective  
advocacy and  
research

## TWO

**PROMOTE  
EXHIBITIONS  
AND LIVE  
EVENTS** as the  
most powerful  
face-to-face  
marketing  
channel

## THREE

**DRIVE  
EDUCATION,**  
training and  
best practice in  
the industry

## FOUR

**NURTURE  
YOUNG TALENT**  
and promote  
careers in our  
sector

## FIVE

**RECOGNISE  
ACHIEVEMENT  
AND  
EXCELLENCE**

## SIX

**PROMOTE  
SOUND AND  
ETHICAL WORK  
PRACTICES**  
including health  
& safety best  
practice

## SEVEN

**HELP  
MEMBERS**  
grow their  
businesses



## EIGHT

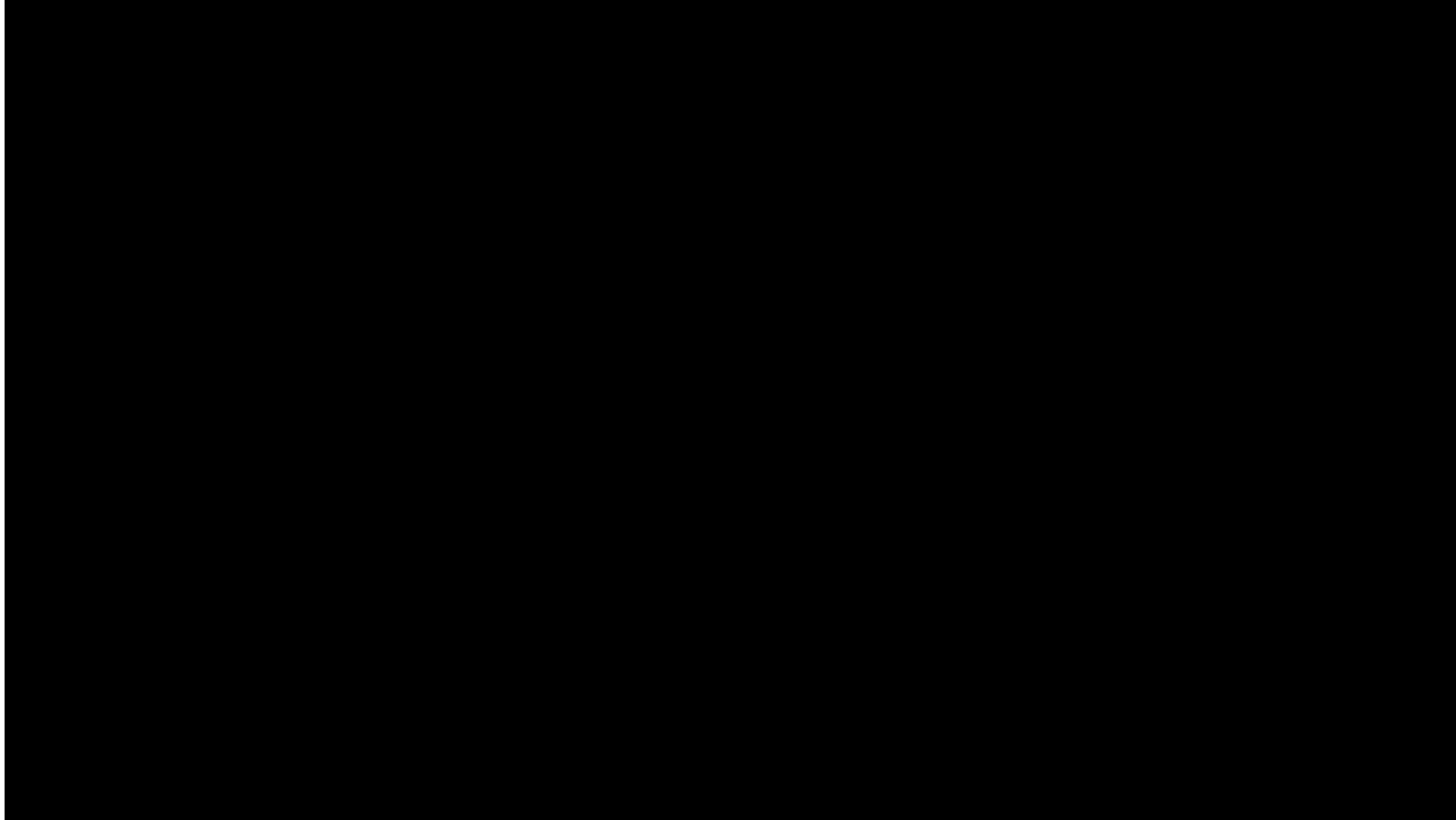
**DELIVER  
EVENTS AND  
NETWORKING**  
channels that  
allow our  
members to  
build peer-to-  
peer contacts



# Reopening of the Exhibition Industry

## EUROPE

	 <b>2020</b> 					
Market	July	August	September	October	November	December
Austria	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Belgium	Red	Red	Grey	Grey	Grey	Grey
Bulgaria	Green	Green	Green	Green	Green	Green
Croatia	Yellow	Yellow	Green	Green	Green	Green
Finland	Yellow	Green	Green	Green	Green	Green
France	Red	Red	Green	Green	Green	Green
Germany	Yellow	Yellow	Green	Green	Green	Green
Greece	Green	Green	Green	Green	Green	Green
Italy	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Latvia	Green	Green	Green	Green	Green	Green
Netherlands	Green	Green	Green	Green	Green	Green
Poland	Green	Green	Green	Green	Green	Green
Portugal	Red	Red	Grey	Grey	Grey	Grey
Russia	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Spain	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Switzerland	Yellow	Yellow	Green	Green	Green	Green
Turkey	Yellow	Yellow	Grey	Grey	Grey	Grey
Ukraine	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
UK	Red	Red	Red	Yellow	Yellow	Yellow



A call for  
support...

# We need direction...

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5 Months of no work!  
5 Months of being ignored!  
5 August!

Help us to #LightSAred  
before its too late!

#LightSAred 



**“Reopen exhibitions & events  
to create employment.”**

SA **EVENTS**  
COUNCIL