

The Latin American Exhibition Industry & COVID-19

Government support for the exhibition industry

Government support for businesses in general

Actions taken by the exhibition industry to support the COVID-19 crisis

updated 31/03/2020

This document lists support from Latin American country governments to businesses in general, and the exhibition industry in particular. We hope that by gathering together examples of financial and other support for the exhibition industry already implemented around the world, it will encourage other governments and policymakers to do the same in their respective markets.

Exhibitions and trade shows are the fastest of fast-tracks to economic recovery once the coronavirus crisis has passed, and they will deliver the best return on investment now. We have also listed examples from around the world of how the exhibition industry can support this crisis, converting exhibition halls to temporary hospital wards, and other initiatives.

More info at: www.ufi.org/coronavirus // <http://blog.ufi.org>

Key – Exhibition industry only **Wider business support**

| Country | Govt Programme / activity | Primary Source | Secondary Source | More info / external URLs | Support from exhibition industry | More info / external URLs |
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| Argentina | <p>Ongoing petition from the Argentinean Chamber of Tourism for specific govt support to the tourism industry (tax reduction policies and credit lines)</p> <p>Different measures to support companies</p> | Argentinean government | | Argentinean government | <p>Olavarria Predio Ferial to be used as a health supplies plant.</p> <p>Centro de Convenciones de Salta to be used as a hospital in the coming weeks</p> <p>Cordoba Convention Bureau to donate health supplies</p> | <p>C.C Salta</p> <p>La Voz (Media)</p> |

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| Bolivia | Different measures to support companies (flexibility in tax and loan payments) | | CNN Latin America | | Feicobol (Tarija) will be used as a logistic supply center Fexpocruz will set up a 3.000 sqm pavilion to attend COVID19 patients | Santa Cruz State Government |
| Brazil | Sindiprom delivered a common agreement to support MICE companies. (Salary reduction, flexibility of payments) UBRAFE calculated the non-economic impact of 120 days without exhibition activity in the country, R \$ 5,9 thousand millions | UBRAFE (Portuguese) UBRAFE has not posted this information. Sent to me internally | | | - Rio Centro Exhibition Center to become a hospital - Anhembi Exhibition Pavilion (São Paulo) to become a hospital with 1.800 beds | Oglobo (media) Anhembi |
| Chile | Different measures to support companies | Chilean Government | | Chilean Government (Spanish) | Espacio Riesco to be used as a hospital with 3.000 beds (in process) | CNN Chile |

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| Colombia | Colombian government opened a special credit line for the tourism and events industry | Procolombia | Procolombia | | <p>Asoeventos (Events National Association) will deliver the impact of COVID19 in the events industry in Colombia on April 3rd</p> <p>Corferias (Bogotá) offered its venue to support the national government in the crisis (type of involvement still uncertain)</p> <p>Plaza Mayor Medellin (Medellin) offered its venue to support the national government in the crisis (type of involvement still uncertain)</p> <p>Expofuturo (Pereira) and the Chamber of Commerce of Pereira offered its venue to support the national government in the crisis (type of involvement still uncertain)</p> | <p>Asoeventos</p> <p>El Tiempo</p> <p>El Tiempo</p> <p>Caracol</p> |
| Costa Rica | Different measures to support companies (e.g. suspension of contracts and less daily working hours) | Costa Rican government | | Costa Rican Government | | |

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| | reducing salary wages) | | | | Costa Rica Convention Center to deploy a Virtual Collaboration Platform offering networking and education to unemployed people. | Costa Rica C.C |
| Ecuador | Different measures to support companies (flexibility in tax and loan payments) | | CNN | CNN Latin America | 6 venues in 4 cities in Ecuador are contemplating the option of becoming health facilities Quito: (Centro de Exposiciones Quito, Centro de Convenciones Metropolitano, Quorum), Guayaquil (ExpoGuayaquil), Loja (Expo Lola), Ambato (Ambato Convention Center) | |
| El Salvador | Different measures to support companies | | Agencia EFE | Agencia EFE | A new hospital is being built within CIFCO's parking lot (2.000 beds, and a ICU unit). Project to be ready at the end of April. | Noticias |
| Guatemala | Different measures to support companies | | CNN Latin America | CNN Latin America | Parque de la Industria de Guatemala to be used as a hospital if the country surpasses more than 8.000 cases. | Republica |

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| Honduras | Different measures to support companies | | CNN Latin America | CNN Latin America | | |
| Mexico | The National government is working on an emergency package of MX\$25.00 million to support a million of SMEs from all industries. | | CNN Latin America | CNN Latin America | Queretaro Convention Center will become a hospital for temporary patients recovering from COVID19 | Queretaro Government |
| Panama | Different measures to support companies | Panama government | Panama government | | | |
| Paraguay | National emergency law contemplates USD\$400 million to support the private sector. | | CNN Latin America | CNN Latin America | Conmebol Convention Center to be used as a hospital if requested by the government | Conmebol |
| Peru | Different measures to support companies | | CNN Latin America | CNN Latin America | | |

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| Uruguay | Different measures to support companies | Uruguayan government | Uruguayan government | | <p>Antel Arena offered its venue to support the national government in the crisis (type of involvement still uncertain)</p> <p>Predio Rural del Prado already being used as a health facility with 100 beds</p> | <p>El Observador</p> <p>El Pais</p> |
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