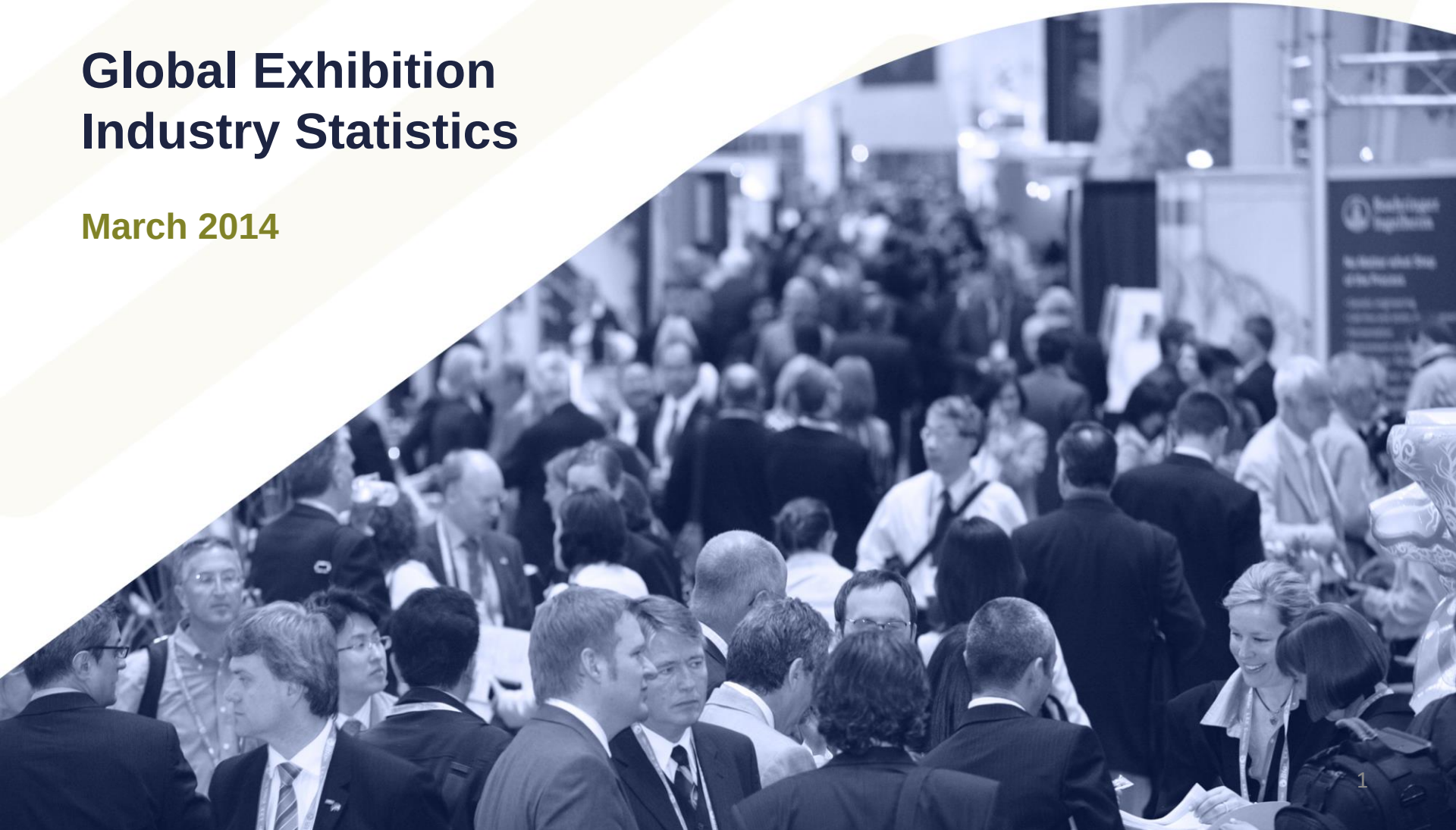
Since 1925
Promoting, Serving and Representing the Global Exhibition Industry

The Global Association of the Exhibition Industry

Global Exhibition Industry Statistics

March 2014



Statistics: UFI's objective

Provide several sets of reliable data on the market and its trends, per region and industry sector

EXHIBITION SPACE (Venues)
- Available (Gross Exhibition Space)
- Utilized (Space rented & Occupancy Rate)

EVENTS (Exhibitions)
- Number of events
- Size of events (Net space rented & duration)
- Number of exhibiting companies
- Visitors
- Industry sectors

COMPANIES (Organizers)
- Size (number of events & space rented)
- Turnover

UFI Research projects

Specific report (available at www.ufi.org/research)

Global

World map of venues and future trends 2006-2010
(1st release in 2007
updated in 2011)

Global estimations on exhibitions
(updated in this report)

Delphi study on future trends
(released in 2011,
will be updated in 2014)

Regional

The trade fair industry in **Asia**
(9th edition, 2013)

Euro fair statistics
(5th edition by UFI, 2013)

The exhibition industry in the **Middle-East & Africa**
(2nd edition, 2013)

UFI Members

UFI Member exhibition & venue activity
(2006-2013 trends
in this report)

Barometer of the exhibition industry
(12th survey conducted in Dec. 2013
Next survey in June 2013)

Current results

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- Trends 2006-2013 for UFI venues - *released in March 2014* 13

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Exhibition space available globally

(Venues with a minimum of 5 000 sqm indoor exhibition space) – Source: UFI World Map (Dec. 2011)

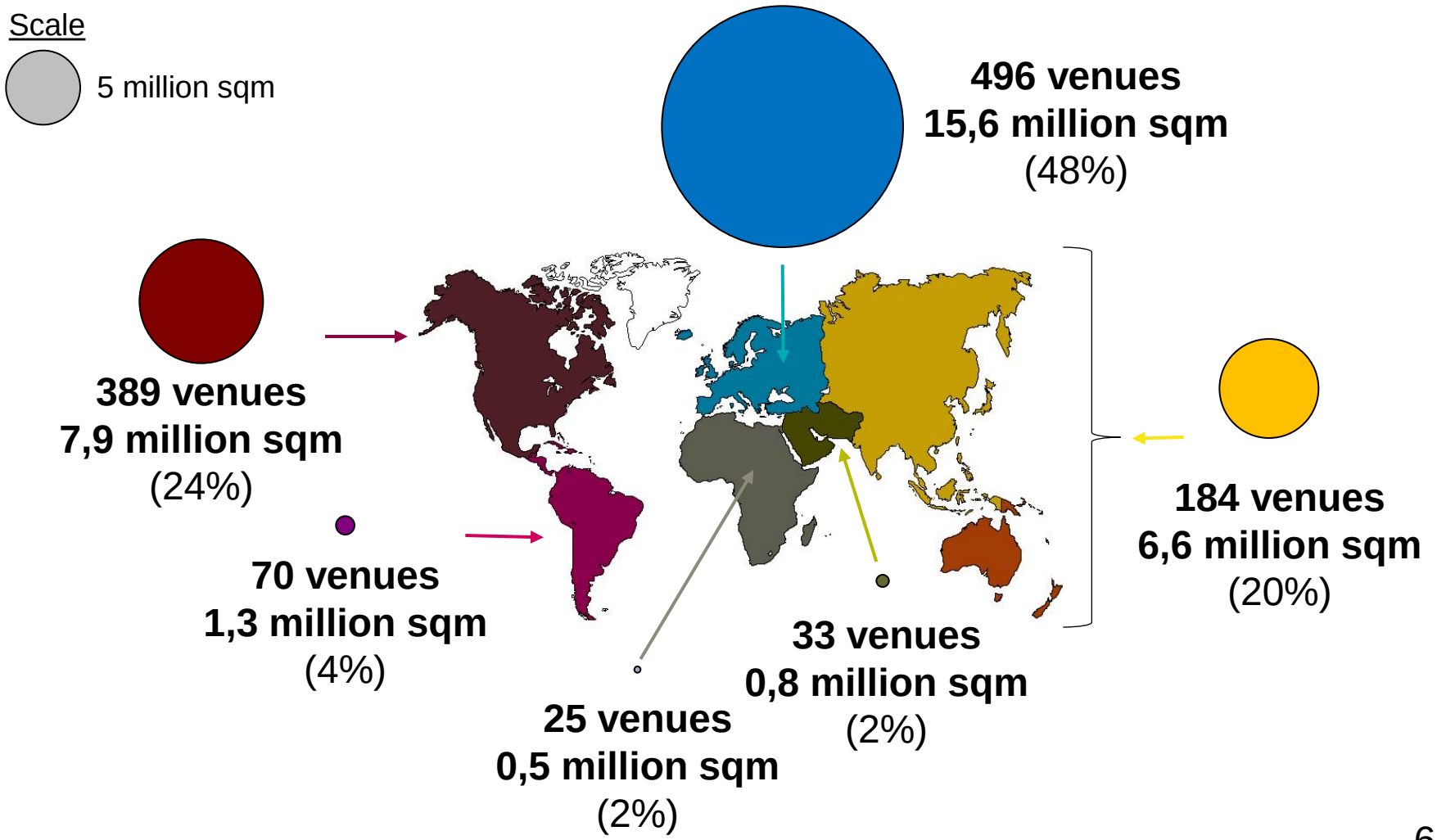
	Number of venues	Total indoor exhibition space
2011	**1,197**	**32,6 million sqm**
Increase since 2006	**+ 57**	**+ 3,4 million sqm (+12%)**

+1,8 (54%): **new venues**
+1,6 (46%): **extensions**

Average annual increase : +2,3%
(against +3,1% per year anticipated in 2007 for the 2006-2010 period)

Regional exhibition space available in 2011

(Venues with a minimum of 5 000 sqm indoor exhibition space) - Source: UFI World Map (December 2011)



National exhibition space available in 2011

(Venues with a minimum of 5 000 sqm indoor exhibition space) Source: UFI World Map (December 2011)

15 countries account for 80% of the global indoor exhibition space

	TOTAL (in sqm)	**WORLD %**
USA	6 712 342	21%
China	4 755 102	15%
Germany	3 377 821	10%
Italy	2 227 304	7%
France	2 094 554	6%
Spain	1 548 057	5%
The Netherlands	960 530	3%
Brazil	701 882	2%
United Kingdom	701 857	2%
Canada	684 175	2%
Russia	566 777	2%
Switzerland	500 570	2%
Belgium	448 265	1%
Turkey	433 904	1%
Mexico	431 761	1%

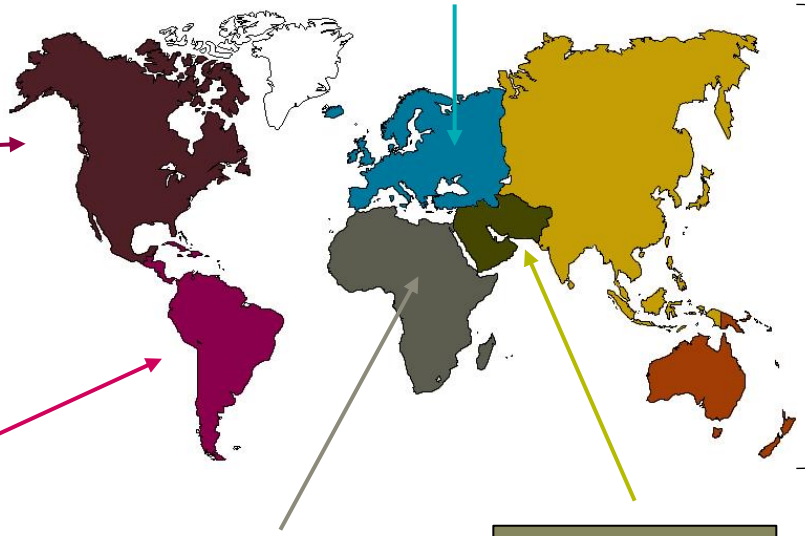
Number of venues by size in 2011

(Venues with a minimum of 5 000 sqm indoor exhibition space) Source: UFI World Map (Dec. 2011)

100,000 sqm and more
50,000 to 99,999 sqm
20,000 to 49,999 sqm
5,000 to 19,999 sqm

36
37
119
304

6
26
65
292



12
28
70
74

5
17
48

1
9
15

1
3
10
19

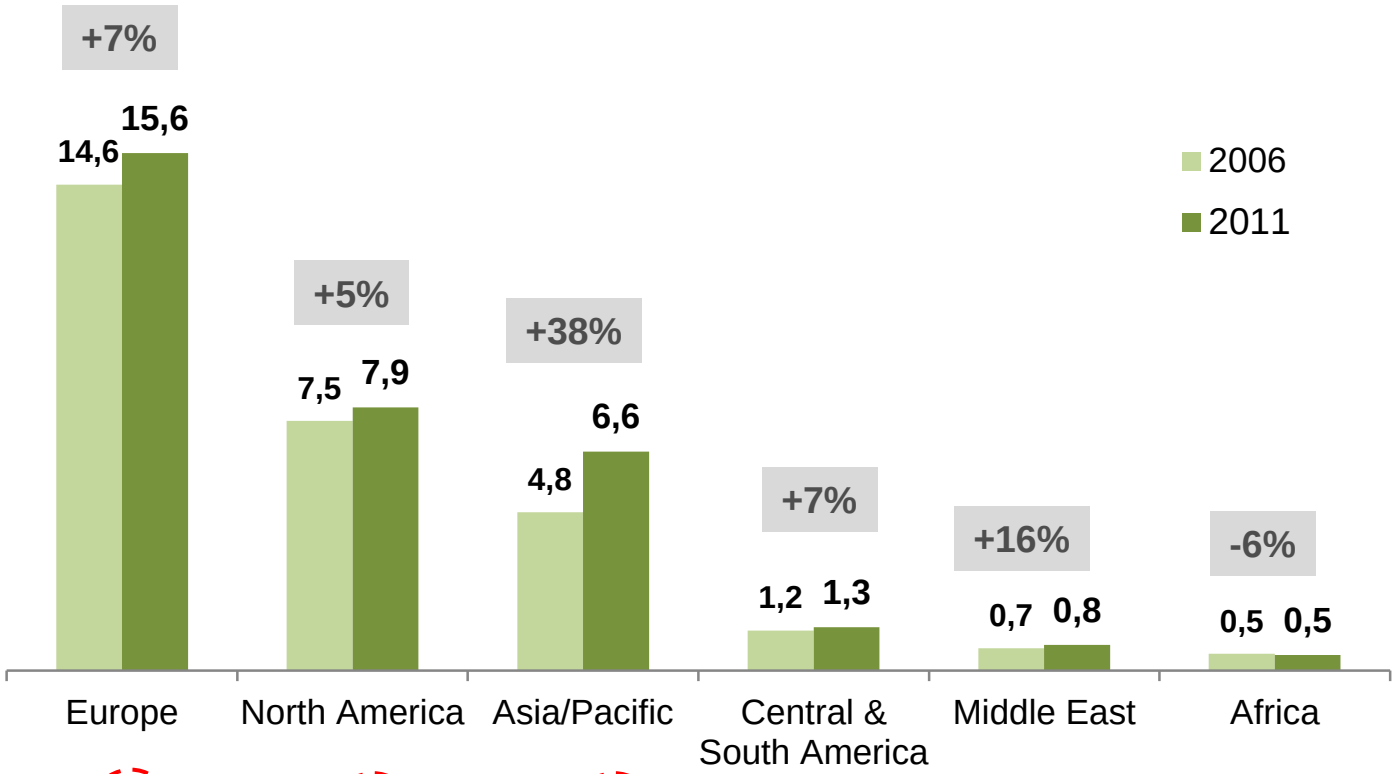
Venues with a minimum of 200 000 sqm of indoor exhibition space in 2011

Source: UFI World Map (December 2011)

1.	Messe Hannover	Hanover (Germany)	466 100
2.	Messe Frankfurt	Frankfurt/Main (Germany)	345 697
3.	Fiera Milano (Rho Pero)	Milano (Italy)	345 000
4.	Pazhou Complex	Guangzhou (China)	338 000
5.	Koelnmesse	Cologne (Germany)	284 000
6.	Messe Duesseldorf	Duesseldorf (Germany)	262 704
7.	Paris Nord Villepinte	Paris (France)	241 582
8.	McCormick Place	Chicago (USA)	241 524
9.	Feria Valencia	Valencia (Spain)	230 602
10.	Porte de Versailles	Paris (France)	228 211
11.	Crocus International	Moscow (Russia)	226 399
12.	Fira de Barcelona: Gran Via venue	Barcelona (Spain)	205 000
13.	BolognaFiere	Bologna (Italy)	200 000
14.	Feria de Madrid / IFEMA	Madrid (Spain)	200 000
15.	Shanghai New International Expo Centre	Shanghai (China)	200 000

Regional venue capacity trend between 2006 and 2011

Source: UFI World Map (December 2011)



		Europe	North America	Asia/Pacific	Central & South America	Middle East	Africa
Market shares	**in 2006**	**50%**	**26%**	**16%**	**4%**	**2%**	**2%**
	in 2011	**48%**	**24%**	**20%**	**4%**	**2%**	**2%**

Additional indoor exhibition space between 2006 and 2011

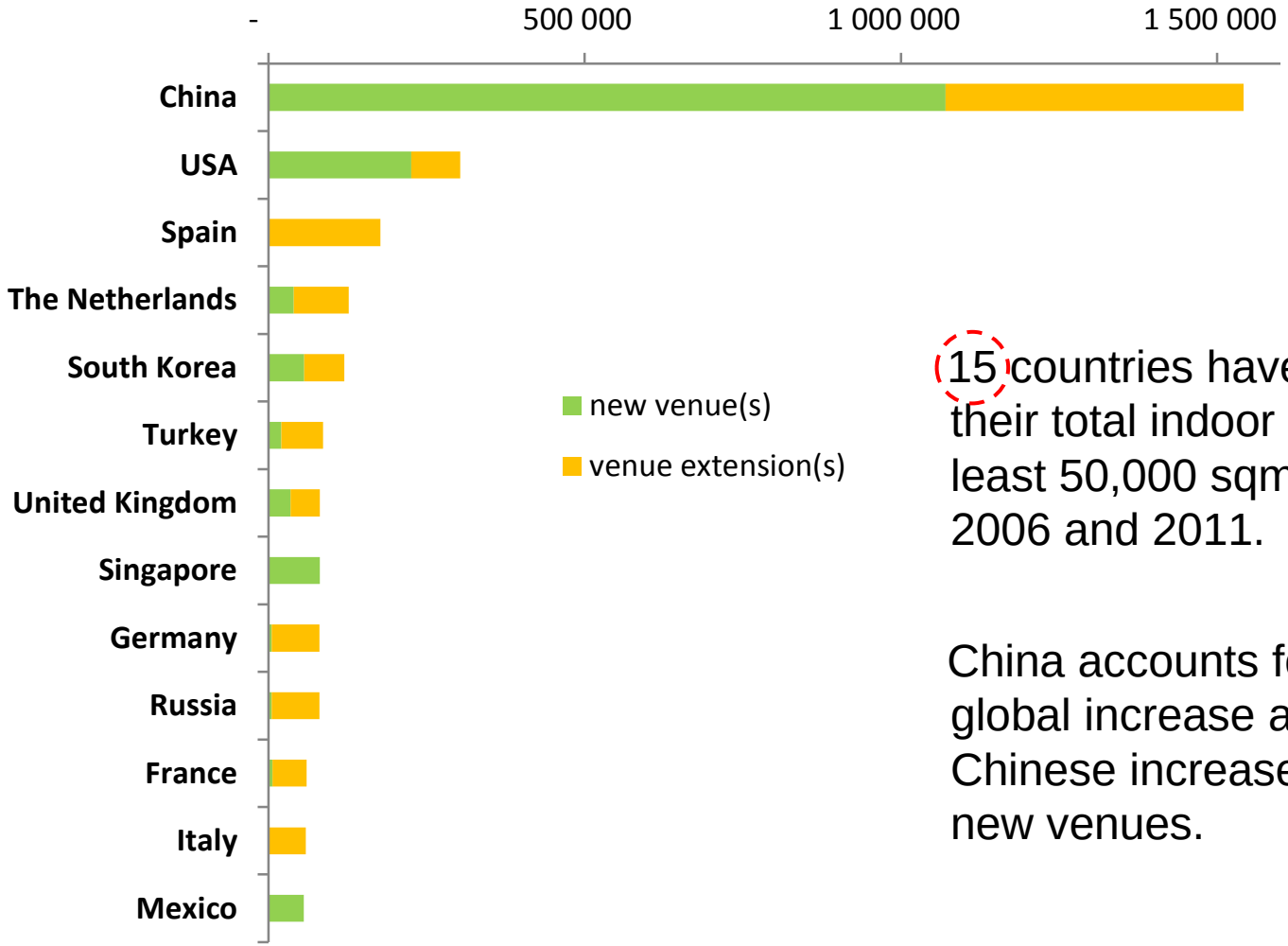
(Venues with a minimum of 5 000 sqm indoor exhibition space) - Source: UFI World Map (December 2011)

The 15 countries with the largest capacities account for 80% of the total increase of indoor exhibition space between 2006 and 2011

	2011 (in sqm)	**Increase since 2006**
USA	6 712 342	+ 5%
China	4 755 102	+ 48%
Germany	3 377 821	+ 2%
Italy	2 227 304	+ 3%
France	2 094 554	+ 3%
Spain	1 548 057	+ 13%
The Netherlands	960 530	+ 15%
Brazil	701 882	+ 6%
United Kingdom	701 857	+ 13%
Canada	684 175	+ 6%
Russia	566 777	+ 17%
Switzerland	500 570	+ 1%
Belgium	448 265	+ 1%
Turkey	433 904	+ 25%
Mexico	431 761	+ 15%

Additional indoor exhibition space between 2006 and 2011

(Venues with a minimum of 5,000 sqm indoor exhibition space)
Source: UFI World Map - Dec. 2011



15 countries have increased their total indoor capacity by at least 50,000 sqm between 2006 and 2011.

China accounts for 46% of the global increase and 69% of the Chinese increase is related to new venues.

Venues operated by UFI Members

Status in 2013 and regional trends since 2006 (gross indoor exhibition space)

	Status in 2013		Annual increase in capacity	
			between 2006 and 2011	between 2011 and 2013
EUROPE	132 venues	8,9 million sqm	+1,2%	+0,2%
ASIA / PACIFIC	46 venues	2,6 million sqm	+9,6%	+5,1%
MIDDLE EAST & AFRICA	33 venues	0,9 million sqm	+3,4%	+2,8%
AMERICAS	9 venues	0,4 million sqm	+3,5%	stable
WORLD	220 venues	8,9 million sqm	+2,6%	+1,3%

Global estimates on exhibitions

Initial remarks

- As shown if further sections of this report, there are few local sources for the estimation of the full market sizes (including all type of exhibitions).

  UFI uses several sources, including the data gathered from its Members, to estimate the results shown in the following pages.

  It is believed that the estimations are fairly accurate for Europe & Asia whereas the lack of information in terms of net space rented for most events in Middle East and Africa or Central & South America make the estimations in these regions more uncertain.

  For North America, it has been decided in this report to take the data from CEIR. This had not been the case in previous reports, as some general ratios (such as the total regional activity in relation to the *purpose-built* exhibition venue capacity were far from the ratios identified in Europe and Asia). It is now considered that some specificities of the North American market, such as the fact that exhibitions are usually smaller than the European ones, and that many of them are not held in purpose-built exhibition venues, may justify the high level of activity that was initially identified in the CEIR Census in 2009 (and is since then regularly updated through the CEIR index).

  This new approach largely affects the regional “market shares” identified in previous reports.

  UFI also tries in this report to compare some metrics, in some regions where the information is available, for international exhibitions open to professionals (B to B).

- The economic crisis has affected most countries around 2009. It is therefore interesting to look, in terms of market sizes, at the evolutions since 2008.

Global estimates on exhibitions (Minimum figures based on events with a minimum of 500 sqm held in 2012)

Approximately **31 000 Exhibitions** per year

corresponding to **124 million sqm**
of total net exhibition space rented

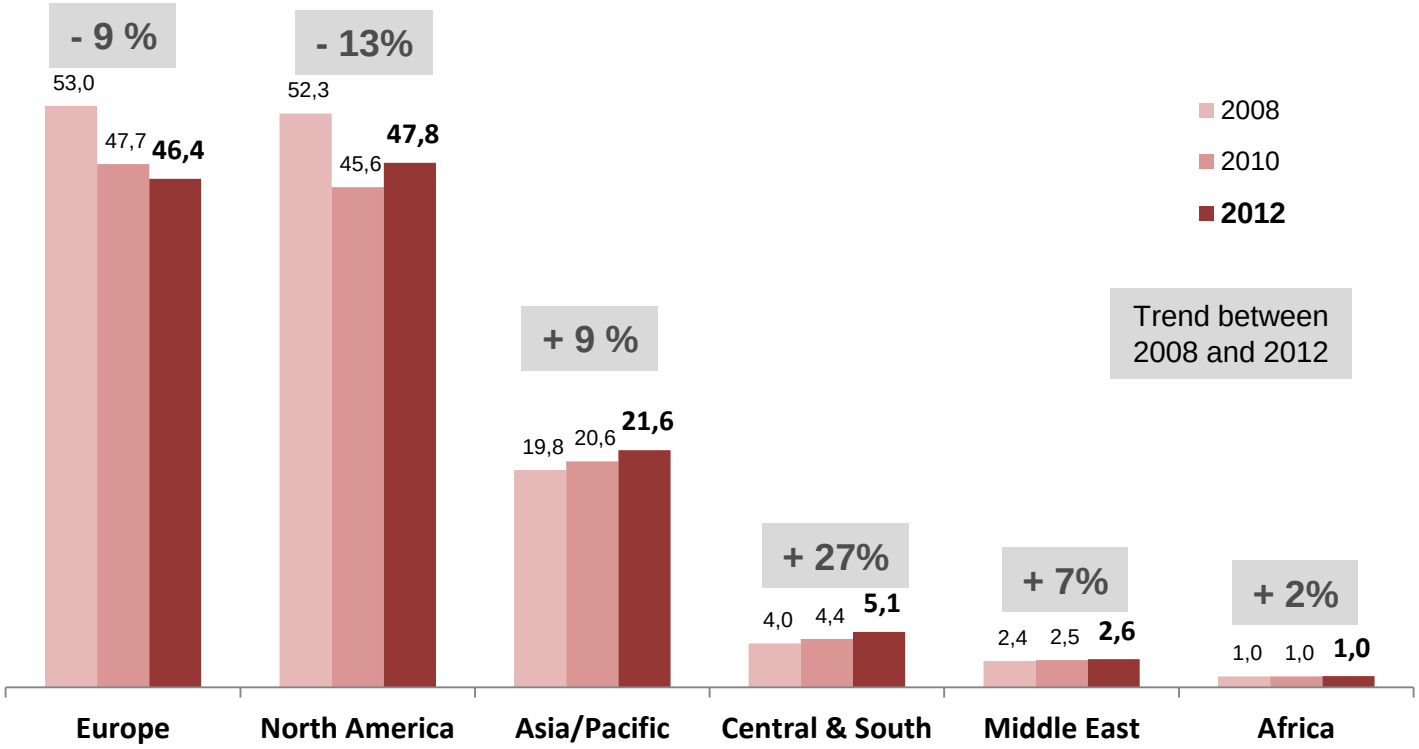
and where **4,4 million exhibiting companies**

welcomed **260 million visitors**

Global estimates on exhibitions

The total net exhibition space rented by organizers is estimated to have decreased by 8% between 2008 and 2010 (from 132,5 to 121,8 million sqm) **and increased by 2% between 2010 and 2012**.

Regional trends between 2008 and 2012



Market shares

	Europe	North America	Asia/Pacific	Central & South America	Middle East	Africa
in 2008	40,0%	39,5%	14,9%	3,0%	1,8%	0,8%
in 2010	39,2%	37,4%	16,9%	3,6%	2,0%	0,8%
in 2012	37,3%	38,4%	17,4%	4,1%	2,1%	0,8%

Global estimates on exhibitions

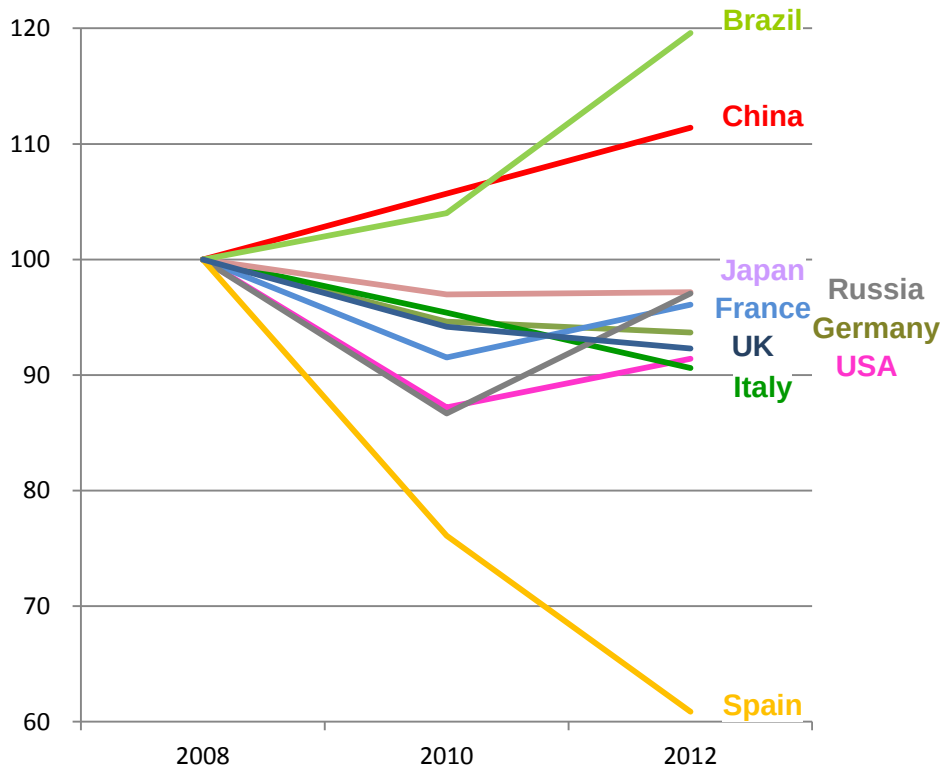
10 major national markets in 2012

(total net space rented in million sqm)

USA	41,1
China	13,7
Germany	8,7
Italy	5,9
France	5,7
Japan	3,2
Brazil	3,0
Russia	2,9
Spain	2,8
UK	2,8

Trends since 2008

(total net space rented)



Regional market size and GDP

The comparison between the level of exhibition activity compared to the GDP can make sense, at regional level, should we consider that regions can or should be self sufficient.

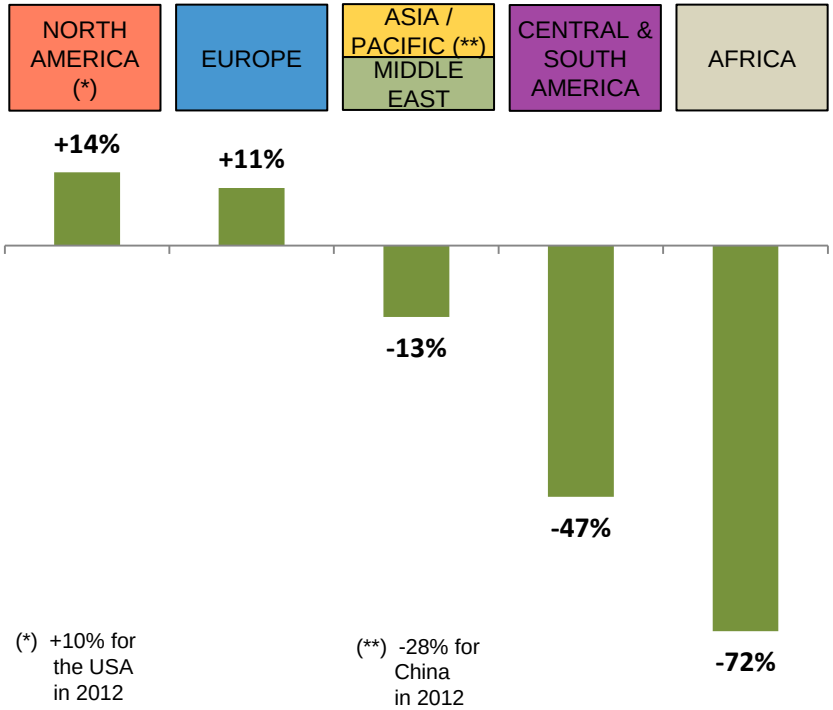
The chart below outlines the results of these comparisons, based on the data available (which looks at region as a continent and therefore consolidates Asia & Middle East)

Continental ratios between GDP and exhibition market size (in 2010)

	GDP (in billions US$)	MARKET SIZE (in millions sqm rented)	Net space rented per billion US$ of GDP (in sqm)
North America	17 506	45,6	2 605
Europe	18 800	47,7	2 537
WORLD	53 176	121,8	2 291
Asia / Pacific + Middle East	11 642	23,1	1 983
Central & South America	3 633	4,4	1 211
Africa	1 595	1,0	633

Source for the GDP: Wikipedia, World Bank figures

Continental net space rented per billion US$ of GDP (in comparison to the average for the world)



Regional metrics
Background information

- Comparing statistics from one event to another is a challenging task that may also potentially mislead the reader: many parameters impact the "quality" of an exhibition and the client' expectations legitimely vary from one company to another, from one country to another, from one industry sector to another, etc.
- Having said that, UFI attempts to establish consolidated statistics, mostly at regional levels, with the objective of reaching reliable characteristics for several key quantitative metrics.
- In order to do so, the sources identified in the next page are considered as the most reliable ones, for each region.
- The results which follow are divided in 3 sections:
  - the first one shows the characteristics of <u>each regional sample available</u>
  - the second section attempts (*) to draw some comparisons across regions, whenever possible and by selecting the specific scope which is, to some extend, common to the 3 regions where most information is available: <u>international exhibitions opened to trade visitors</u> ("B to B" or "mixed")
  - the third section (in appendixes) provides further detailed results, for each region.

(*) Comparisons are not always possible or obvious for several reasons:

- the data in some regions remains poor, either in terms of regional coverage (percentage of the market – in terms of net space rented - actually represented) or in terms of metric followed; this is the case in most countries in Africa, in the Middle East and in Central & South America.
- the consistency – across regions or even sometimes within a region – in the filling of criteria such as the type of exhibition (B to B, B to C or mixed) or the industry sector (some exhibitions do cover several sectors) is subject to question.

UFI still believes in the interest of attempting to compare consolidated data, expecting that the quality and consistency of the data shall improve with time.

The results included in this report will hopefully be enriched in the future with:

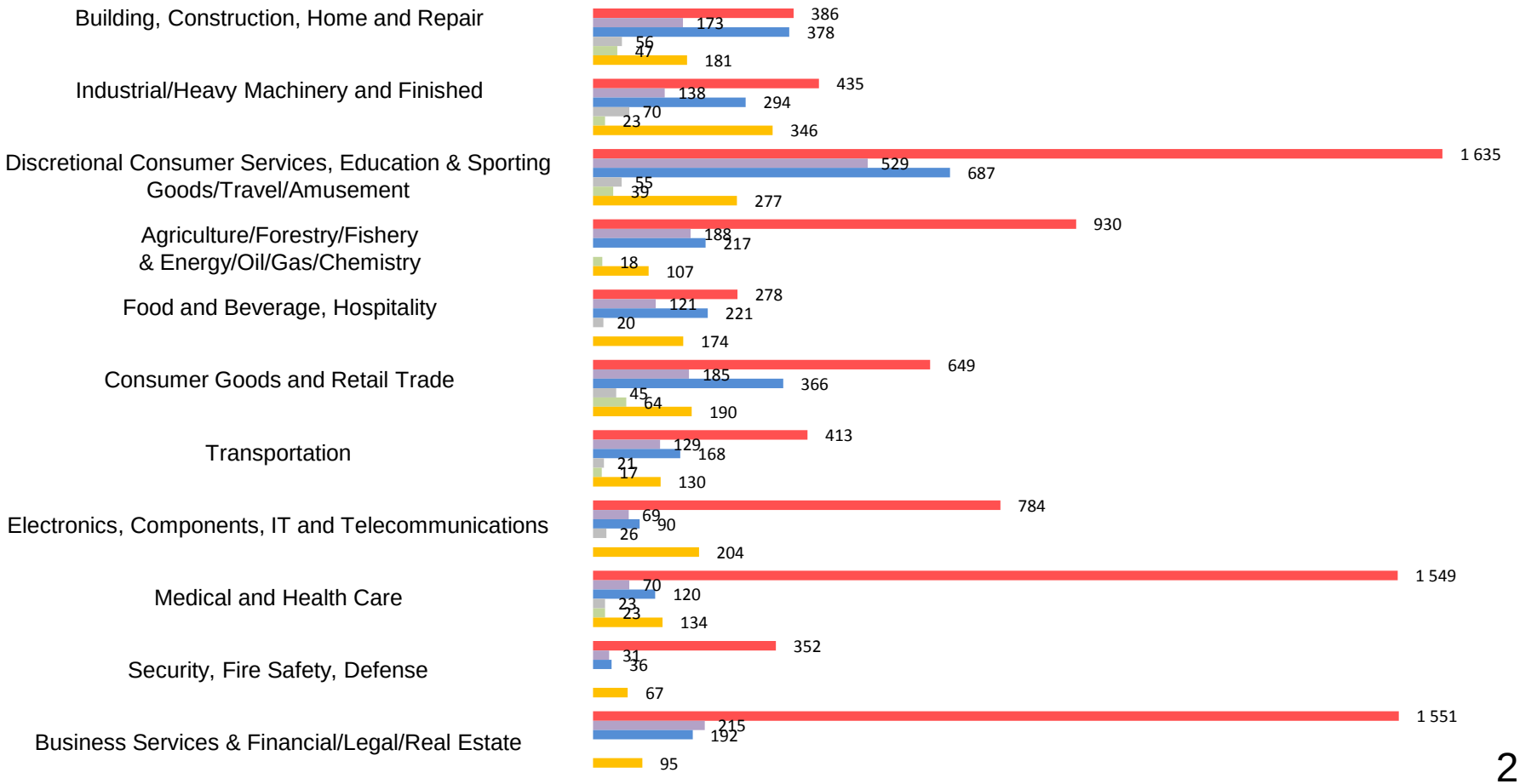
- Generalizing to other regions the notion of portfolio of events introduced for the first time for the European results
- Developing the consistency of industry sectors used at entry level
- Possibly further harmonizing the different existing lists of industry sectors (see current situation in Appendix 1).

Regional metrics
Sources used

	EUROPE	ASIA / PACIFIC	MIDDLE EAST	AFRICA	NORTH AMERICA	CENTRAL & SOUTH AMERICA
Source	Euro Fair Statistics report (UFI)	UFI/BSG report	UFI report		CEIR Census (2009) & Index (since)	AFIDA
Scope	Audited & certified exhibitions (only) All types (B-B, B-C, mixed) 23 countries (only)	International trade fairs (and main national ones for China) 15 countries	B-B & B-C 12 countries	21 countries	B-B (and mixed) only 3 countries (including Mexico)	19 countries (including Mexico)
Estimated share of the total regional market (in % of the net space rented)	50%	75%	95%		Specific methodology (see below)	Not available
Size of the sample (year of reference)	2 769 exhibitions 30,9 million sqm (*portfolio** 2012)	1 948 exhibitions 16,3 million sqm (2012)	660 exhibitions (2011*)	433 exhibitions (2011*)	8 962 exhibitions (in 2009) & around 500 exhibitions (every year)	1 882 exhibitions (*calendar**)
Reported metrics:					*(quarterly index)*	
- Net space rented	YES	YES	(**)	(**)	YES	(**)
- Duration	YES	-	-	-	-	YES
- Exhibitors	YES	-	(**)	(**)	YES	(**)
- Visitors	YES	-	(**)	(**)	YES	(**)
- Turnover	-	YES	-	-	YES	-
- Industry sector	YES	YES	(**)	(**)	YES	YES
- Forecast	-	-	-	-	YES	-
- Link with economy	-	-	-	-	YES	-
	(*) includes biennal events held in 2011, triennal in 2012, etc.		(*) specific situation for Bahrain & Syria (**) only for some events	(*) specific situation for Egypt, Libya, Tunisia and Yemen (**) only for some events		(*) exhibition calendar 2012-2013-2014 (**) only for some events
Detailed information and results	See appendix 2	UFI/BSG report	See appendix 3 & UFI report		Contact CEIR	See appendix 4 & contact AFIDA

Regional metrics:
Industry sectors (for exhibitions where the information is available)

Total number of exhibitions in each sample (for the 11 consolidated sectors)	
NORTH AMERICA	8 962 exhibitions (full scope)
CENTRAL & SOUTH AMERICA	1 848 exhibitions with info (out of 1 882 identified)
EUROPE	2 769 exhibitions (certified in 23 countries)
AFRICA	Top sectors only (231 exhibitions out of 433)
MIDDLE EAST	Top sectors only (316 exhibitions out of 660)
ASIA / PACIFIC	1 905 exhibitions (international exhibitions/national in China)



Regional metrics: samples used for international exhibitions open to trade visitors (B to B or mixed)

As identified earlier, the scope of each of the sample for the 3 regions where both the size of exhibitions and the industry sector are available are different. The table below explains which selection has been made for Europe in order to attempt to compare some key regional metrics for a common scope composed of **international B-B exhibitions (including "mixed" ones)**.

It should indeed be taken into account that the selection operated is stronger for Europe, where only international exhibitions have been selected, in order to match the Asian scope (where only international events are present, with the exception of China) than for North America where all events (international or not) are included (no distinction is available).

	ASIA / PACIFIC	NORTH AMERICA	EUROPE
Source	UFI/BSG report	CEIR Census (2009) & Index (since)	Euro Fair Statistics report (UFI)
Scope	International trade fairs (and main national ones for China) **15 countries**	B-B (and mixed) only **3 countries**	Audited & certified exhibitions (only) All types (B-B, B-C, mixed) 23 countries (only)
Estimated share of the total regional market (in % of the net space rented)	Around 75%	100% (based on the Census operated in 2009)	Around 50%
Size of the sample (year of reference)	**1 948 exhibitions 16,3 million sqm (2012)**	**8 962 exhibitions 47,8 million sqm (2012)**	2 769 exhibitions 30,9 million sqm (*portfolio** 2012)

Selection operated:

- B-B or mixed only
- with audience figure available and meeting UFI international criteria on both visitors and exhibitors sides

18 countries (only)

1 071 exhibitions 20,1 million sqm (*portfolio 2012)**

Regional metrics for international exhibitions open to trade visitors (B to B or mixed) - See important previous remark on the respective regional scopes

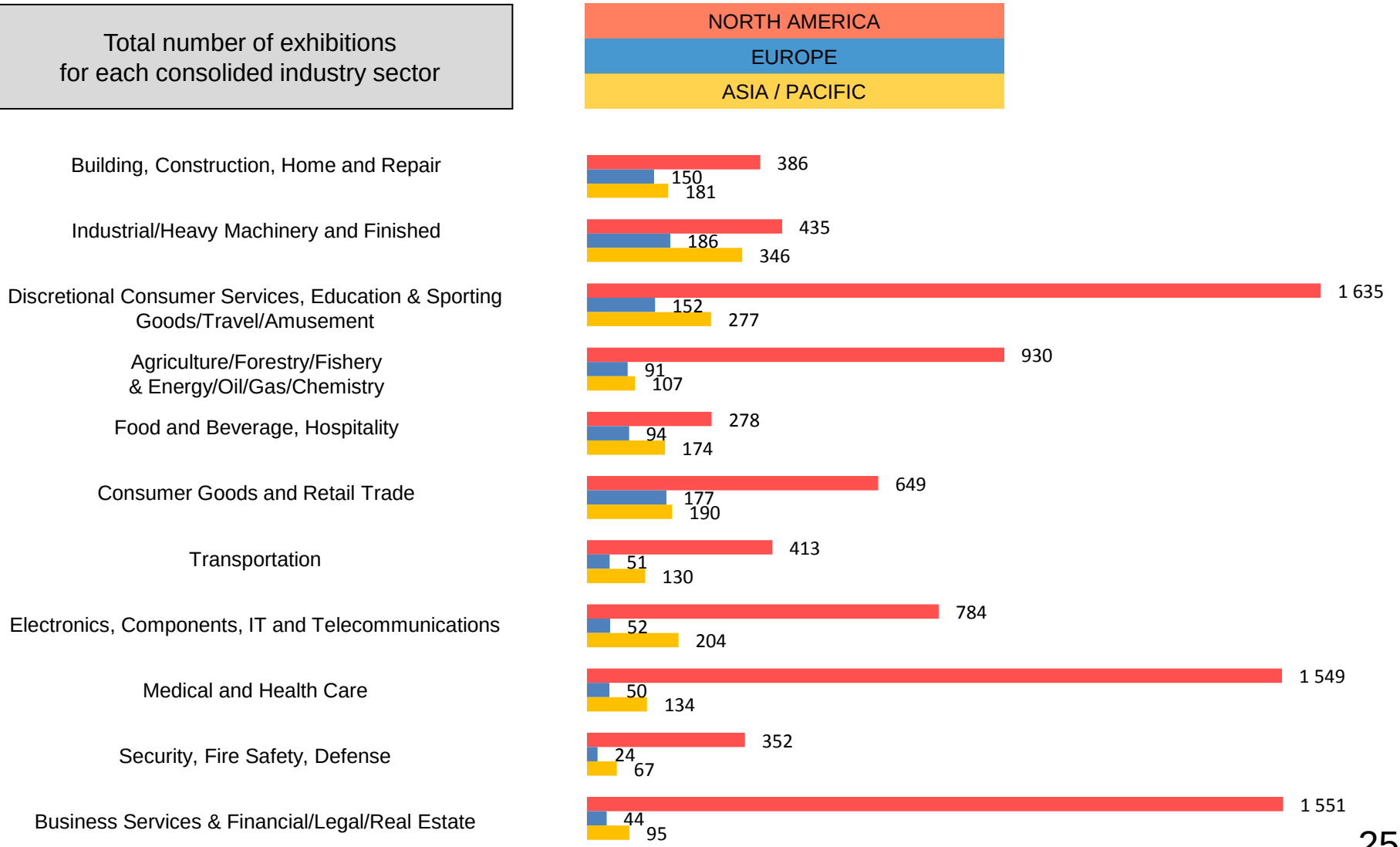
	NORTH AMERICA	EUROPE	ASIA / PACIFIC
Source (Year of reference)	CEIR Census & Index (2012)	Euro Fair Statistics (UFI) (portfolio 2012)	UFI/BSG report (2012)
Scope	8 962 exhibitions (in 2009) includes national events	1 071 exhibitions	1 948 exhibitions includes national events for China
Average size per event (in net sqm)	5 331 sqm	18 759 sqm	8 560 sqm
Average duration per event		4,3 days	
Average booth size	24 sqm	40 sqm	
Average number of visits	7 461 visits	29 325 visits	
Average turnover per show	1,3 million US $		2,1 million US $

Regional metrics for international exhibitions open to trade visitors (B to B or mixed) - See important previous remark on the respective regional scopes

	NORTH AMERICA		EUROPE	
Source (Year of reference)	CEIR Census & Index (2012)		Euro Fair Statistics (UFI) (portfolio 2012)	
Scope	8 962 exhibitions (in 2009)		1 071 exhibitions	
Share of the total regional market for international B-B exhibitions	Too large (includes national events)		estimated at 85%	
Distribution per exhibition size (in net sqm)				
less than 5 000	6 977	78%	434	41%
5 000 to 10 000	913	10%	190	18%
10 000 to 25 000	789	9%	229	21%
25 000 to 50 000	186	2%	110	10%
50 000 to 100 000	78	0,9%	70	6,5%
more than 100 000	19	0,2%	38	3,5%
	8 962	100%	1 071	100%

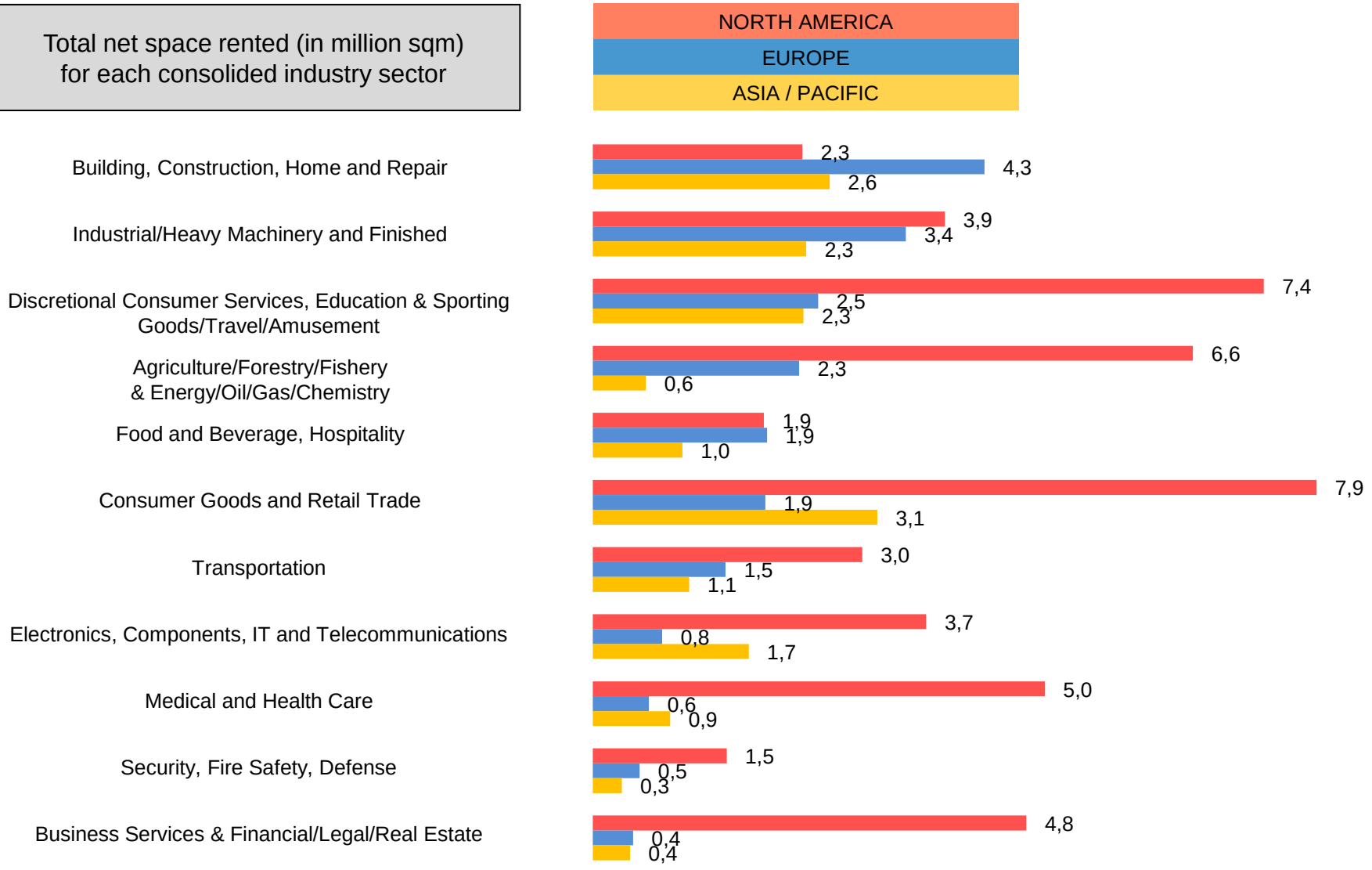
Regional metrics for international exhibitions open to trade visitors (B to B or mixed) - See important previous remark on the respective regional scopes

Total number of exhibitions
for each consolided industry sector



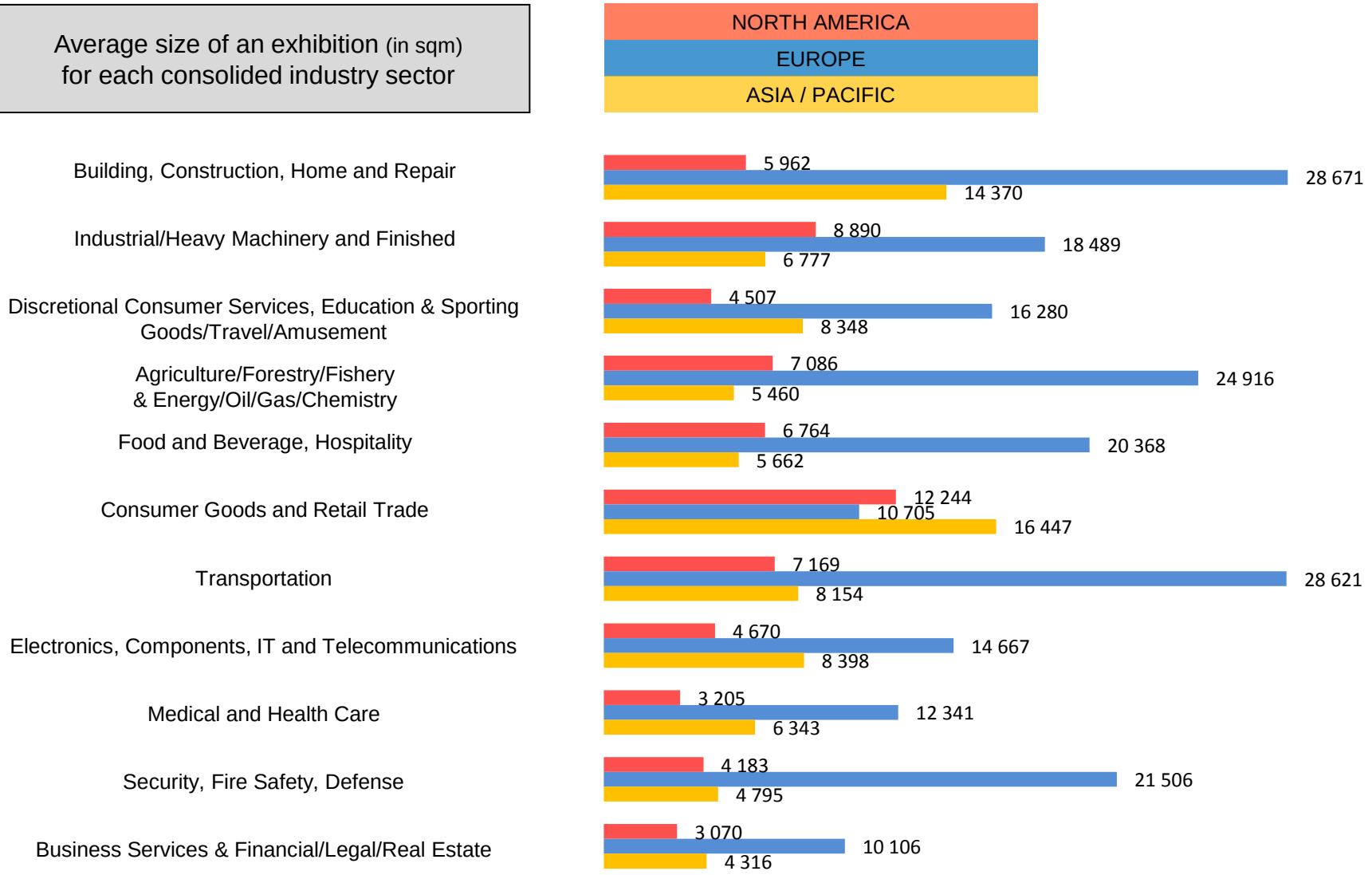
Regional metrics for international exhibitions open to trade visitors (B to B or mixed) - See important previous remark on the respective regional scopes

Total net space rented (in million sqm) for each consolided industry sector



Regional metrics for international exhibitions open to trade visitors (B to B or mixed) - See important previous remark on the respective regional scopes

Average size of an exhibition (in sqm) for each consolided industry sector



Trends 2006-2012 for UFI organizers

Important preliminary remarks:

- The following slides are based on the data collected among 188 organizing companies Members of UFI (and their subsidiaries) for all years between 2006 and 2012
- The companies who have closed their business or withdrawn from UFI during that period are not taken into account; their impact would anyhow be marginal

  The companies who have joined UFI during the period are included in the sample as long as they provided their data for the whole period. Few of them did not organize events at the beginning of the period but their impact on the total activity is marginal

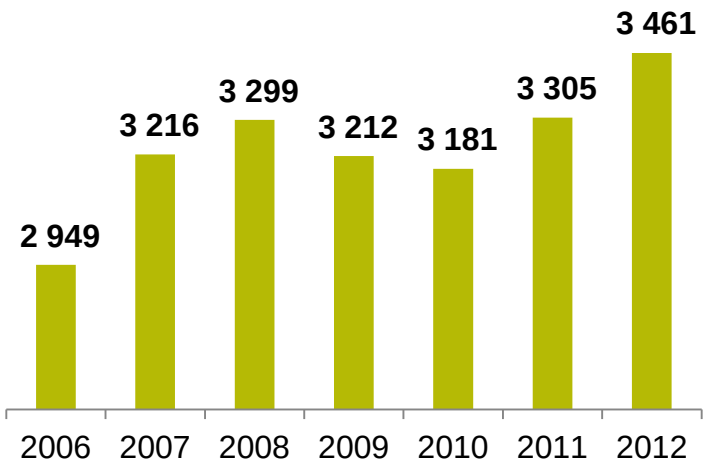
  <u>The sample is therefore considered as stable for the whole period</u>
- This sample is composed, for the whole 2006-2012 period, of 19 418 exhibitions (2 774 per year on average): 264 held in Africa, 3 995 in Asia & Pacific, 556 in Central & South America, 13 124 in Europe, 968 in the Middle East and 513 in North America
- The fact that UFI is mainly present among the organizers of the largest shows means that some results - such as the regional average American exhibition size for instance - may not be fully representative
- The (few) UFI Member companies who have been acquired by another UFI Member company are included in the sample under the newly owner, and this as from 2006 (even if the acquisition happened after). As a result, the company growths indicated do not include Merger & Acquisitions within UFI Membership.

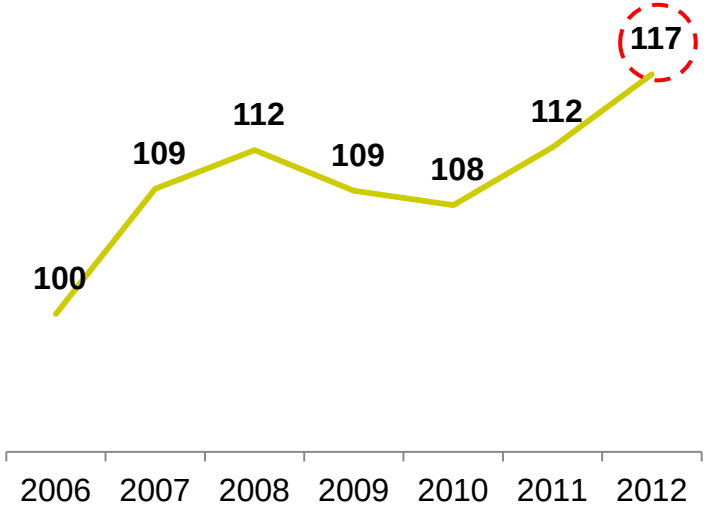
Exhibitions organized by UFI Organizers

(see important preliminary remarks)

1. global results

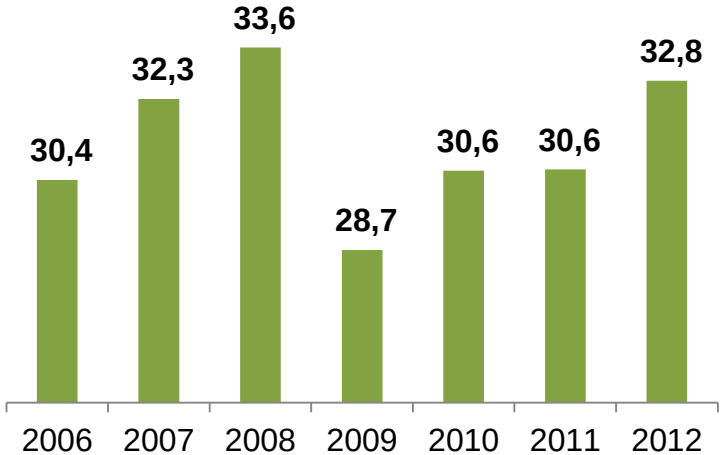
Number of exhibitions

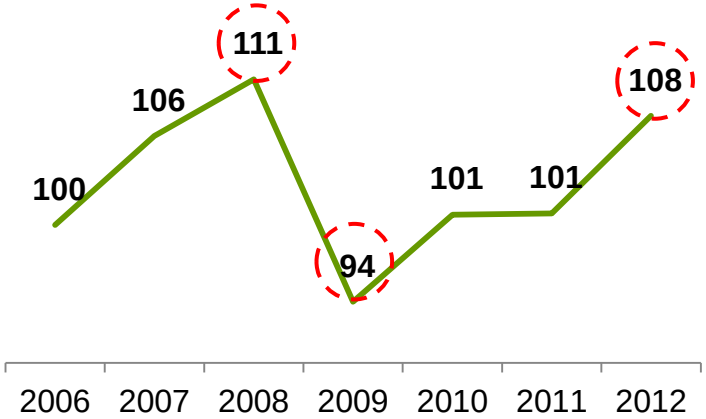




Total net space rented

(indoor + outdoor, in million sqm)



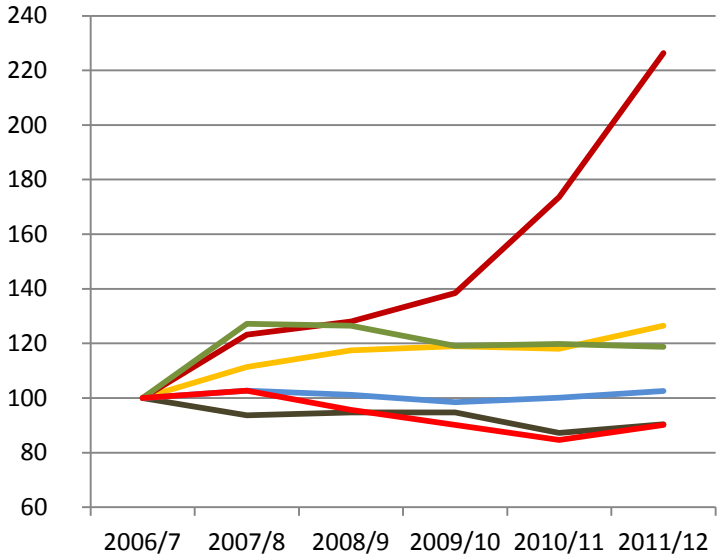


Exhibitions organized by UFI Organizers

(see important preliminary remarks)

2. regional results

Number of exhibitions



CENTRAL & SOUTH AMERICA

ASIA / PACIFIC

MIDDLE EAST

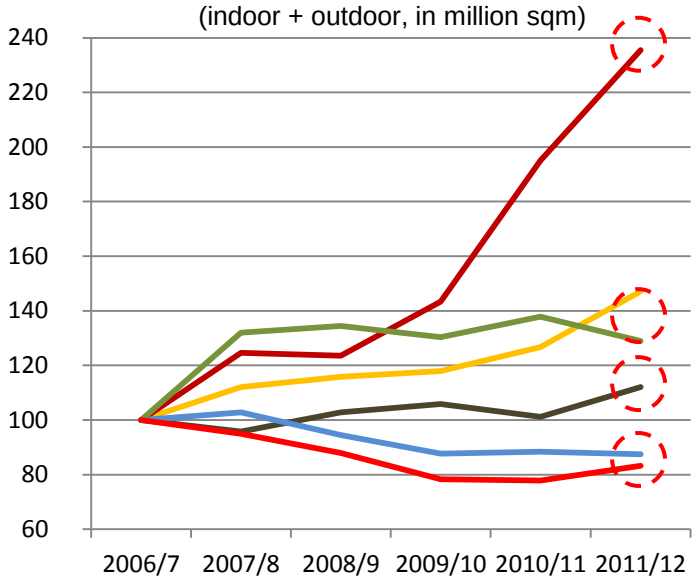
EUROPE

AFRICA

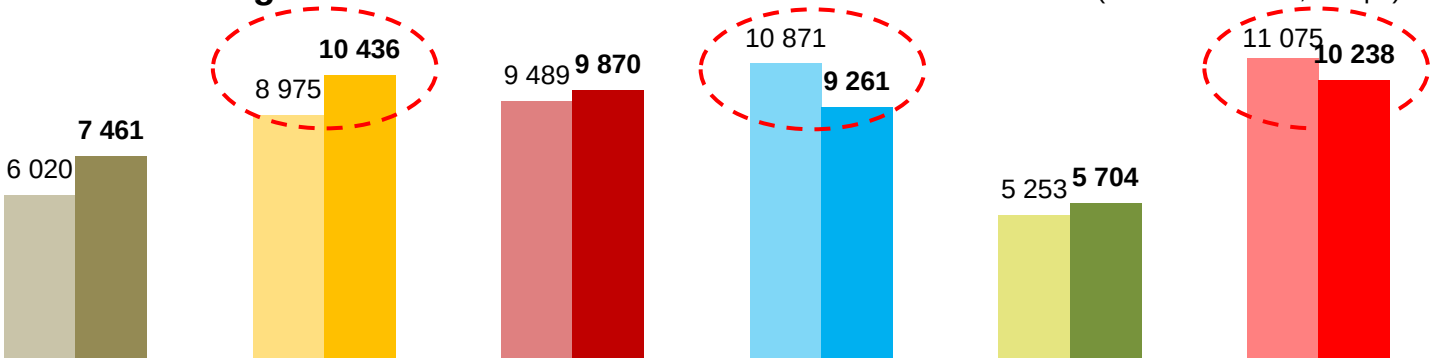
NORTH AMERICA

Total net space rented

(indoor + outdoor, in million sqm)



Average exhibition size between 2006/7 and 20011/12 (indoor + outdoor, in sqm)



Exhibitions organized by UFI Organizers

(see important preliminary remarks)

3. Major national markets

(in each region - for UFI organizers)

		Number of exhibitions		Total net space rented	
		2011/12	growth since 2006/7	2011/12	growth since 2006/7
EUROPE	Germany	200	+1%	6,18	-4%
	France	308	+27%	2,55	-1%
	Italy	100	-20%	2,07	-19%
	Russia (European part)	372	-2%	1,54	-4%
	Spain	144	-8%	1,41	-47%
	Turkey	107	+11%	1,27	+25%
ASIA / PACIFIC	China	307	+28%	5,65	+64%
	South Korea	85	-5%	0,52	+1%
	Japan	57	-12%	0,40	-8%
	India	55	+142%	0,29	+92%
	Australia	40	-1%	0,24	+27%
	Thailand	23	+7%	0,16	-6%
	Singapore	21	+40%	0,12	+8%
NORTH AMERICA	USA	58	-5%	0,78	-12%
CENTRAL & SOUTH AMERICA	Brazil	81	+182%	0,98	+208%
	Colombia	52	+164%	0,35	+99%
MIDDLE EAST	Iran	68	+21%	0,46	+34%
	UAE	40	+21%	0,32	+25%
AFRICA	Algeria	9	-36%	0,15	+22%
	South Africa	20	-2%	0,07	-9%

Internationalization

(Exhibitions organized by UFI Organizers
see important preliminary remarks)

- For 2011/12, an annual average of 1 147 exhibitions were organized by a company whose headquarters is outside the country where the exhibition was held

- That represents 34% of the total of exhibitions organized by UFI Members

- Those exhibitions were organized by a total of 45 companies and among them, 30 of them organize exhibitions outside their own region

Annual activity (average 2011/12)

Number of companies	Total annual net space rented (Indoor + Outdoor)	Average annual number of exhibitions organized				Market share in terms of net space rented
		1 every year or every 2 years	2 to 9	10 to 49	50 and more	
89	less than 50 000 sqm	27	45	17		7%
63	50 000 to 199 999 sqm	6	21	35	1	19%
23	200 000 to 499 999 sqm			19	4	23%
13	500 000 and more		1	4	8	51%
188		33	67	75	13	100%

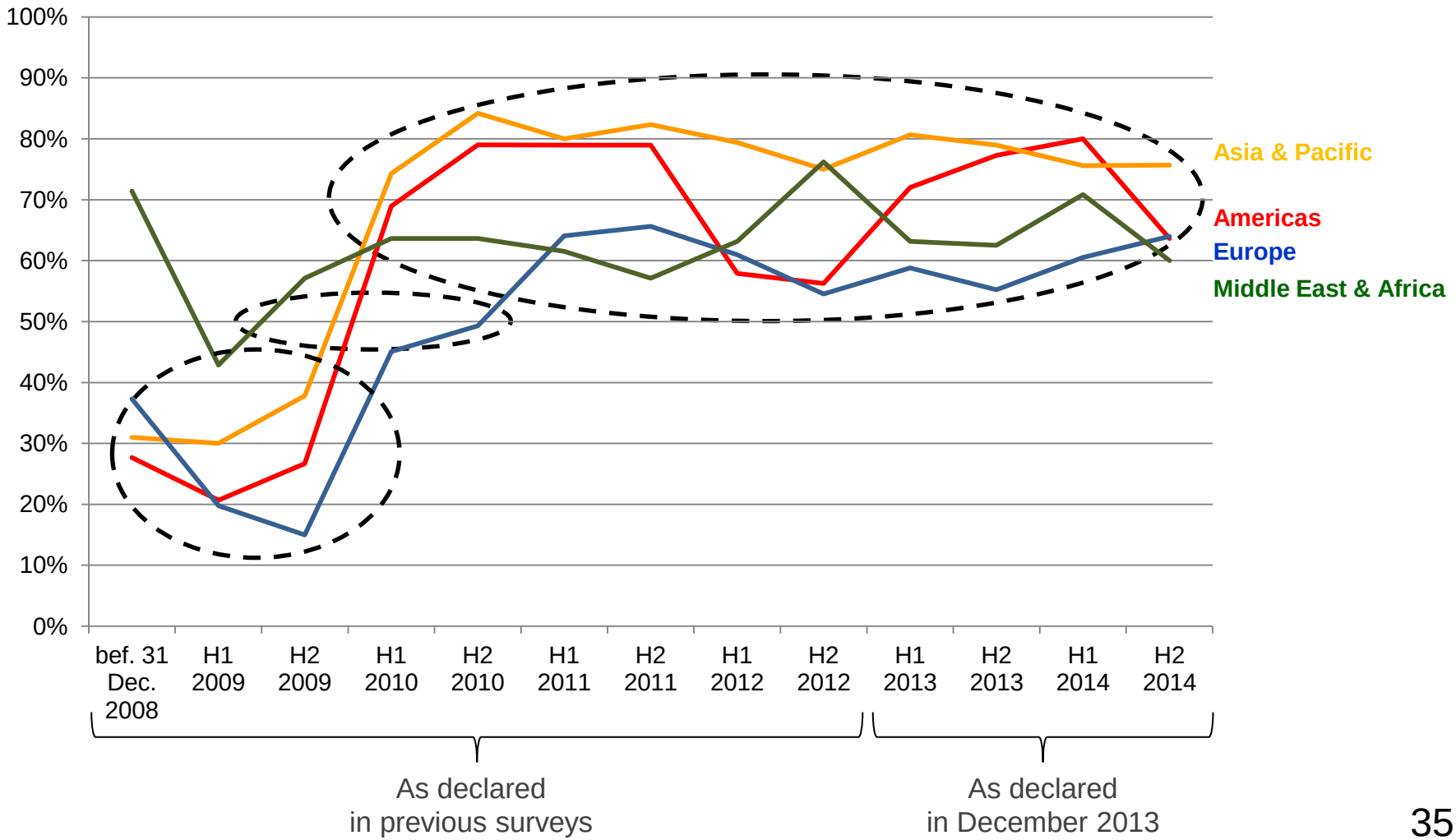
Growth of the total net space rented between 2006/7 and 2011/12

Number of companies		Average annual growth rate	Total net space rented generated (in million sqm)	
109 (58%) had an increase of their net space rented	11	higher than +20%	+0,33	+4,3 million sqm
	17	between +10% and +20%	+1,39	
	32	between +5% and +10%	+1,51	+5,1% per year on average
	45	up to +5%	+0,98	
	4	No activity in 2006/7	+0,06	
79 (42%) had an decrease	36	less than -5%	-0,65	-3,9 million sqm
	20	between -5% and -10%	-1,17	
	18	between -10% and -20%	-1,70	-5,6% per year on average
	5	lower than -20%	-0,40	
188 companies (100%)			+0,35	

Global Exhibition Barometer:

results of the 12th report released in Jan. 2014
(full report available at www.ufi.org/research)

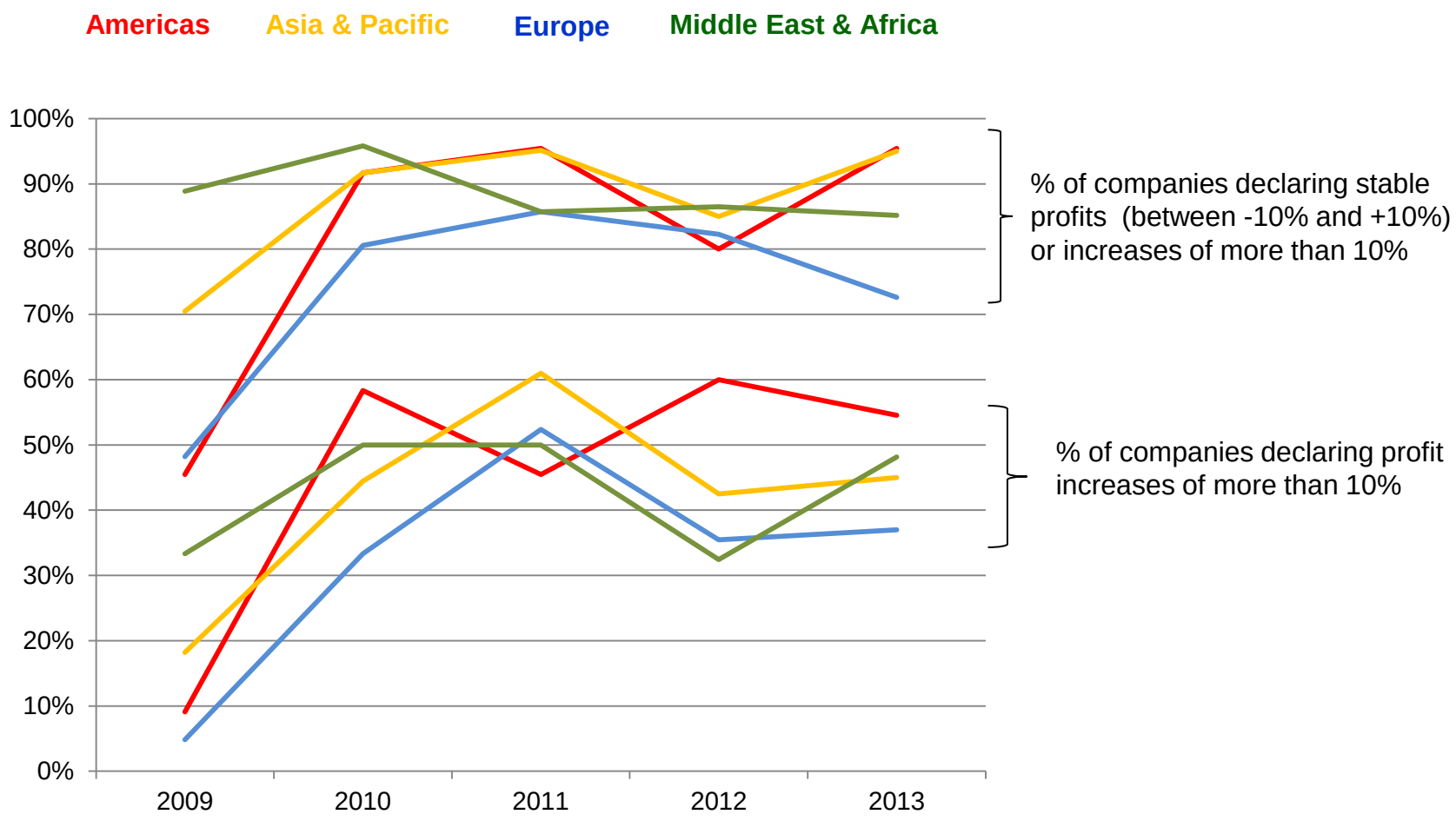
% of companies declaring an increase in turnover when compared to their projections for the same period the year before (regardless of possible biennial effects)



Global Exhibition Barometer:

results of the 12th report released in Jan. 2014
(full report available at www.ufi.org/research)

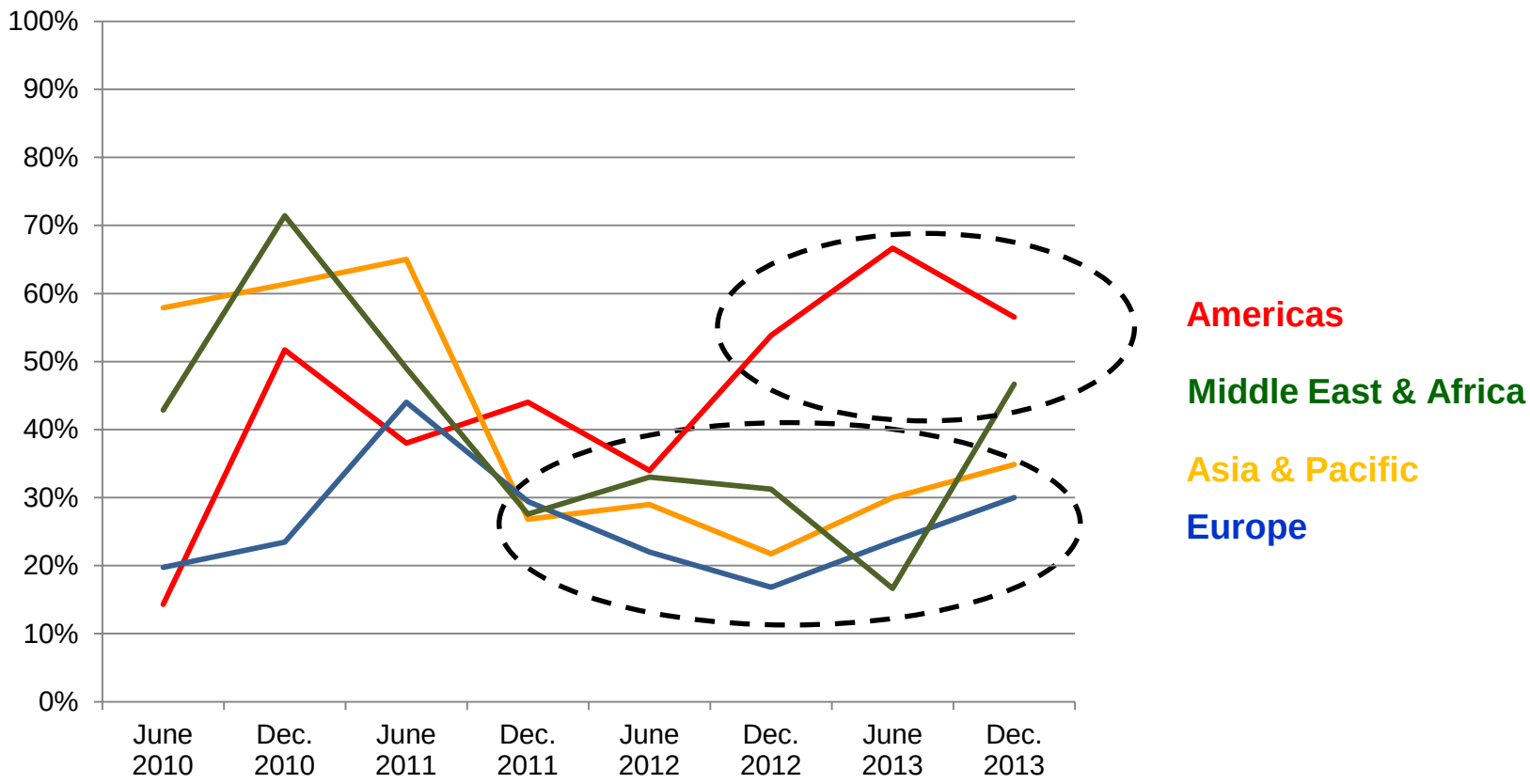
Operating profits compared to the previous year



Global Exhibition Barometer:

results of the 12th report released in Jan. 2014
(full report available at www.ufi.org/research)

% of companies declaring – over the last 8 Barometer surveys – that
the impact of the "economic crisis" on their exhibition business is now over



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- Total number of exhibitions identified per country 63

Regional metrics

Industry sectors used across regions

	EUROPE	ASIA / PACIFIC	CENTRAL & SOUTH AMERICA	NORTH AMERICA	MIDDLE EAST	AFRICA
Source	Euro Fair Statistics report (UFI)	UFI/BSG report	AFIDA	CEIR Census & Index (since)	UFI report	
	UFI official list (27 sectors)			CEIR official list (15 sectors)	Local list (20 sectors)	

List of 11 combined sectors for comparisons across regions

	UFI	CEIR: Consumer Goods and Retail Trade (CG)	Building, Construction, Home and Repair (HM)	Commu-nications and Information Technology (IT)	Medical and Health Care (MD)	Raw Materials and Science (RM)	Transpor-tation (TX)	Food (FD)	Discretional Consumer Services (CS)	Education (ED)	Sporting Goods, Travel and Amusement (ST)	Professional Business Services (BZ)	Financial, Legal and Real Estate (FN)	Government (GV)	Industrial / Heavy Machinery and Finished Business Outputs (ID)	Middle East & Africa
A	Agriculture, Forestry, Fishery (1) Energy, Oil, Gas (9) Chemistry (17)					■										Agriculture
B	Construction, Infrastructure (5) Furniture, Interior design (12)		■													Building and Construction/Housing Home/Office Appliances & Furniture Carpet Interior decoration
C	Business Services, retail (4) Real Estate (15)											■	■			Media & Advertising
D	Jewelry, Watch & Accessories (24) Textiles, Apparel, Fashion (25) General (27)	■														Consumer Goods and Product Exhibitions General Trade Fair Solo Fair (one country fair)
E	Premium, Household, Gifts, Toys (13) Beauty, Cosmetics (14) Education (8) Leisure, Hobby, Entertainment (3) Travel (6)								■	■	■					Bridal Consumer Direct Sales Fair Education & Training Careers Sports /Lifestyle/Leisure
F	Electronics, Components (18) IT and Telecommunications (21)			■												IT/Telecom & Electronics
G	Food and Beverage, Hospitality (2)							■								Foodstuffs /Beverages
H	Printing, Packaging (11) Environmental Protection (10) Engineering, Industrial, Manufacturing, Machines, Instruments, Hardware (19)														■	Industrial/Engineering Machinery & Equipment
I	Health, Medical Equipment (22) Optics (23)				■											Medical, Healthcare & Pharmaceuticals
J	Security, Fire Safety, Defense (7)													■		
K	Automobiles, Motorcycles (16) Aviation, Aerospace (20) Transport, Logistics, Maritime (26)						■									Automobile/Motor & Parts Transport & Logistics

Euro Fair Statistics
Background information

- UFI collects certified data (*) from several official national bodies in Europe and the last data collection refers to 2 494 exhibitions held in 2012 in 23 countries (**). UFI estimates that this sample represents around 50% of the European exhibition market in terms of net space rented. Although UFI runs this project since 2008, trends cannot be established (***).

  (*) either audited or certified as reliable by the respective national body

  (**) Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldova, Montenegro, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovak Republic, Slovenia, Spain, Sweden, The Netherlands, Turkey, Ukraine

  (***) as almost none of the respective countries scopes is consistent across the period: some countries recently joined the project; others had significant increases or decreases in the number of events that were actually audited/certified.

- Many large shows are held every 2 years, so the average 2011/2012 provides a better picture on the yearly activity".

The table aside identifies the 16 countries with a minimum of 100 000 sqm of total net space per year for the average 2011/2012.

They represent 99% of the total "Euro Fair Statistics" sample in both "number of exhibitions" and "Net space rented" terms. All other countries included in the sample - Bulgaria, Croatia, Luxembourg (*), Moldova, Montenegro (*), Romania, Slovak Republic (**), and Slovenia - have 7 or less exhibitions per year on average (and less than 100 000 sqm of total net space rented).

(*) data from year 2012 (no data in 2011)
(**) data from year 2011 (no data in 2012)

	Number of exhibitions	Net space rented (in million sqm)
Germany	222	6,7
France	660	4,5
Italy	183	3,8
Turkey	414	2,6
Spain	206	1,7
Poland	214	0,7
Belgium (*)	64	0,7
Russia	86	0,6
Sweden	55	0,6
Finland	87	0,4
The Netherlands	32	0,4
Austria	24	0,3
Czech Republic	50	0,3
Portugal	29	0,2
Ukraine	33	0,1
Hungary	24	0,1
	2 380	23,8

- The following pages analysis refer to the notion *"portfolio of exhibitions"*: It includes the last sessions of all events which are held less frequently than once a year (such as biennial held in 2011, exhibitions held in 2010 and every 3 years, etc.). This approach provides a full picture of the range of exhibitions available for exhibitors and visitors (within the Euro Fair Statistics sample).

Euro Fair Statistics

Portfolio of exhibitions: total number

Some events are held less frequently than once a year. To get a full picture of the *portfolio* of exhibitions available (within the Euro Fair Statistics sample), those events need to be added to the events held in 2012.

Year	Held at least once a year	Held every 2 years	Held every 3 years or more	Total number of exhibitions		Total net space rented (in million sqm)	
2012	2 178	285	21	2 484	90%	24,8	80%
2011		237	27	264	9,5%	4,9	16%
2010			15	15	0,5%	0,8	3%
2009			6	6	0,2%	0,4	1%
	79%	19%	2%	2 769	100%	30,9	100%

Euro Fair Statistics

Portfolio of exhibitions: size of events

Size (in sqm)	held at least once a year	held every 2 years	held every 3 years or more	Total number of exhibitions		Total net space rented (in million sqm)	
less than 5 000	1 372	198	6	1 580	57%	3,1	10%
5 000 to 10 000	327	116	11	457	16%	3,2	10%
10 000 to 25 000	305	103	14	427	15%	6,7	22%
25 000 to 50 000	118	64	3	191	7%	7,1	23%
50 000 to 100 000	42	25	6	74	3%	5,0	16%
more than 100 000	14	17	6	40	1%	5,8	19%
				2 769	100%	30,9	100%

Euro Fair Statistics
Portfolio of exhibitions: duration

Duration (period opened to the public)	Total number of exhibitions		Total net space rented (in million sqm)	
1 day	83	3%	0,08	0,3%
2 days	369	13%	0,7	2%
3 days	921	33%	5,5	18%
4 days	870	31%	10,4	34%
5 days	276	10%	6,7	22%
6 days	62	2%	2,4	8%
7 days	16	1%	1,2	4%
8 or 9 days	86	3%	1,8	6%
10 to 16 days	72	3%	2,1	7%
more than 16 days	14	1%	0,2	0,5%
	2 769	100%	30,9	100%

Euro Fair Statistics

Portfolio of exhibitions: type

Type	Number of exhibitions		Total net space rented (in million sqm)		Number of exhibitors	Average booth size	Number of visitors		Average nr of visitor per sqm and per day
B to C (open,to all public)	897	32%	5,8	19%	168 255	34 sqm	26,9 million	35%	0,65
B to B (open to professionals only)	1 117	40%	18,4	60%	468 703	39 sqm	21,4 million	28%	0,22
Mixed	755	27%	6,7	22%	158 253	42 sqm	28,6 million	37%	0,80
	2 769	100%	30,9	100%	795 211	39 sqm	76,9 million	100%	0,44

Euro Fair Statistics

Portfolio of exhibitions: industry sectors

The 11 industry categories used below and in the 11 following pages consolidate the 27 categories used by UFI (and BSG in Asia). This approach makes it possible to: a) simplify the results, especially for events which cover multiple sectors; b) to reach a common list of consolidated sectors with CEIR (for North American results).

Sectors (UFI sectors)	Total number of exhibitions	Total net space rented (in million sqm)	Total number of exhibitors	Total number of visitors
Leisure, Hobby, Entertainment (3) + Travel (6) + Education (8) + Premium, Household, Gifts, Toys (13) + Beauty, Cosmetics (14)	687	5,2	159 417	20,5 million
Construction, Infrastructure (5) + Furniture, Interior design (12)	378	5,7	113 660	9,8 million
Jewelry, Watch & Accessories (24) + Textiles, Apparel, Fashion (25) + General (27)	366	4,0	115 861	13,4 million
Environmental Protection (10) + Printing , Packaging (11) + Engineering, Industrial, Manufacturing, Machines, Instruments, Hardware (19)	294	4,0	106 003	5,9 million
Food and Beverage, Hospitality (2)	221	2,3	77 002	5,2 million
Agriculture, Forestry, Fishery (1) + Energy, Oil, Gas (9) + Chemistry (17)	217	3,5	66 755	7,9 million
Business Services, retail (4) + Real Estate (15)	192	0,8	33 459	1,6 million
Automobiles, Motorcycles (16) + Aviation, Aerospace (20) + Transport, Logistics, Maritime (26)	168	3,1	48 024	8,1 million
Health, Medical Equipment (22) + Optics (23)	120	0,8	30 661	1,3 million
Electronics, Components (18) + IT and Telecommunications (21)	90	1,0	29 297	2,4 million
Security, Fire Safety, Defense (7)	36	0,6	15 071	0,8 million

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Leisure, Hobby, Entertainment (3) + Travel (6) + Education (8) + Premium, Household, Gifts, Toys (13) + Beauty, Cosmetics (14)

Number of exhibitions

Frequency		
held at least once a year	639	93%
held every 2 years	45	7%
held every 3 years or more	3	0,4%
	687	100%

Size (in sqm)		
less than 5 000	483	70%
5 000 to 10 000	86	13%
10 000 to 25 000	72	10%
25 000 to 50 000	24	3%
50 000 to 100 000	16	2%
more than 100 000	6	1%
	687	100%

Duration (period opened to the public)		
1 day	60	9%
2 days	145	21%
3 days	217	32%
4 days	151	22%
5 days	59	9%
6 days	10	1%
7 days	-	-
8 or 9 days	28	4%
10 to 16 days	12	2%
more than 16 days	5	1%
	687	100%

Total net space rented	Average exhibition size
5,2 million sqm	7 552 sqm

Total number of exhibitors	Average booth size
159 417	33 sqm

Total number of visitors	Average nr of visitor per sqm and per day
20,5 million	0,76

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Construction, Infrastructure (5) + Furniture, Interior design (12)

Number of exhibitions

Frequency

held at least once a year	287	76%
held every 2 years	79	21%
held every 3 years or more	12	3%
	378	100%

Size (in sqm)

less than 5 000	188	50%
5 000 to 10 000	72	19%
10 000 to 25 000	61	16%
25 000 to 50 000	34	9%
50 000 to 100 000	11	3%
more than 100 000	12	3%
	378	100%

Duration (period opened to the public)

1 day	3	4%
2 days	16	4%
3 days	103	27%
4 days	164	43%
5 days	53	14%
6 days	17	4%
7 days	3	1%
8 or 9 days	11	3%
10 to 16 days	6	2%
more than 16 days	2	1%
	378	100%

Total net space rented	Average exhibition size
5,7 million sqm	15 101sqm

Total number of exhibitors	Average booth size
113 660	50 sqm

Total number of visitors	Average nr of visitor per sqm and per day
9,8 million	0,33

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Jewelry, Watch & Accessories (24) + Textiles, Apparel, Fashion (25) + General (27)

Number of exhibitions

Frequency

held at least once a year	350	96%
held every 2 years	13	4%
held every 3 years or more	-	-
	366	100%

Size (in sqm)

less than 5 000	166	47%
5 000 to 10 000	59	17%
10 000 to 25 000	83	23%
25 000 to 50 000	34	10%
50 000 to 100 000	7	2%
more than 100 000	1	0,3%
	366	100%

Duration (period opened to the public)

1 day	7	2%
2 days	25	7%
3 days	119	33%
4 days	100	27%
5 days	26	7%
6 days	7	2%
7 days	8	2%
8 or 9 days	35	10%
10 to 16 days	37	10%
more than 16 days	2	1%
	366	100%

Total net space rented	Average exhibition size
4,0 million sqm	10 995 sqm

Total number of exhibitors	Average booth size
115 861	35 sqm

Total number of visitors	Average nr of visitor per sqm and per day
13,4 million	0,39

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Environmental Protection (10) + Printing , Packaging (11) + Engineering, Industrial, Manufacturing, Machines, Instruments, Hardware (19)

Number of exhibitions

Frequency		
held at least once a year	153	52%
held every 2 years	121	41%
held every 3 years or more	20	7%
	294	100%

Size (in sqm)		
less than 5 000	142	48%
5 000 to 10 000	56	19%
10 000 to 25 000	54	18%
25 000 to 50 000	27	9%
50 000 to 100 000	10	3%
more than 100 000	5	2%
	294	100%

Duration (period opened to the public)		
1 day	2	0,7%
2 days	29	10%
3 days	98	33%
4 days	109	37%
5 days	46	16%
6 days	6	2%
7 days	2	0,7%
8 or 9 days	1	0,3%
10 to 16 days	1	0,3%
more than 16 days	-	-
	294	100%

Total net space rented	Average exhibition size
5,9 million sqm	13 533sqm

Total number of exhibitors	Average booth size
106 003	38 sqm

Total number of visitors	Average nr of visitor per sqm and per day
20,5 million	0,29

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Food and Beverage, Hospitality (2)

Number of exhibitions

Frequency

held at least once a year	148	67%
held every 2 years	62	28%
held every 3 years or more	11	5%
	221	100%

Size (in sqm)

less than 5 000	141	64%
5 000 to 10 000	31	14%
10 000 to 25 000	24	11%
25 000 to 50 000	17	8%
50 000 to 100 000	6	3%
more than 100 000	2	1%
	221	100%

Duration (period opened to the public)

1 day	2	1%
2 days	17	8%
3 days	80	36%
4 days	87	39%
5 days	25	11%
6 days	5	2%
7 days	1	0,5%
8 or 9 days	1	0,5%
10 to 16 days	1	0,5%
more than 16 days	2	1%
	221	100%

Total net space rented	Average exhibition size
2,3 million sqm	10 463 sqm

Total number of exhibitors	Average booth size
77 002	30 sqm

Total number of visitors	Average nr of visitor per sqm and per day
5,2 million	0,49

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Agriculture, Forestry, Fishery (1) + Energy, Oil, Gas (9) + Chemistry (17)

Number of exhibitions

Frequency		
held at least once a year	155	71%
held every 2 years	54	25%
held every 3 years or more	8	4%
	217	100%

Size (in sqm)		
less than 5 000	98	45%
5 000 to 10 000	42	19%
10 000 to 25 000	43	20%
25 000 to 50 000	18	8%
50 000 to 100 000	9	4%
more than 100 000	7	3%
	217	100%

Duration (period opened to the public)		
1 day	1	0,5%
2 days	13	6%
3 days	75	35%
4 days	91	42%
5 days	31	14%
6 days	2	1%
7 days	1	0,5%
8 or 9 days	2	1%
10 to 16 days	1	0,5%
more than 16 days	-	-
	217	100%

Total net space rented	Average exhibition size
3,5 million sqm	15 987sqm

Total number of exhibitors	Average booth size
66 755	52 sqm

Total number of visitors	Average nr of visitor per sqm and per day
7,9 million	0,53

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Business Services, retail (4) + Real Estate (15)

Number of exhibitions

Frequency

held at least once a year	171	89%
held every 2 years	18	9%
held every 3 years or more	3	2%
	192	100%

Size (in sqm)

less than 5 000	151	79%
5 000 to 10 000	22	11%
10 000 to 25 000	16	8%
25 000 to 50 000	1	0,5%
50 000 to 100 000	1	0,5%
more than 100 000	1	0,5%
	192	100%

Duration (period opened to the public)

1 day	4	2%
2 days	71	37%
3 days	73	38%
4 days	32	17%
5 days	7	4%
6 days	2	1%
7 days	-	-
8 or 9 days	1	0,5%
10 to 16 days	-	-
more than 16 days	2	1%
	192	100%

Total net space rented	Average exhibition size
0,8 million sqm	4 412sqm

Total number of exhibitors	Average booth size
33 459	25 sqm

Total number of visitors	Average nr of visitor per sqm and per day
1,6 million	0,32

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Automobiles, Motorcycles (16) + Aviation, Aerospace (20) + Transport, Logistics, Maritime (26)

Number of exhibitions

Frequency		
held at least once a year	111	66%
held every 2 years	51	30%
held every 3 years or more	6	4%
	168	100%

Size (in sqm)		
less than 5 000	55	33%
5 000 to 10 000	38	23%
10 000 to 25 000	41	24%
25 000 to 50 000	21	13%
50 000 to 100 000	10	6%
more than 100 000	3	2%
	168	100%

Duration (period opened to the public)		
1 day	1	0,6%
2 days	18	11%
3 days	54	32%
4 days	50	30%
5 days	13	8%
6 days	10	6%
7 days	1	0,6%
8 or 9 days	7	4%
10 to 16 days	13	8%
more than 16 days	1	0,6%
	168	100%

Total net space rented	Average exhibition size
3,1 million sqm	18 278 sqm

Total number of exhibitors	Average booth size
48 024	64 sqm

Total number of visitors	Average nr of visitor per sqm and per day
8,1 million	0,35

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Health, Medical Equipment (22) + Optics (23)

Number of exhibitions

Frequency		
held at least once a year	85	71%
held every 2 years	32	27%
held every 3 years or more	3	2,5%
	120	100%

Size (in sqm)		
less than 5 000	86	72%
5 000 to 10 000	18	15%
10 000 to 25 000	9	8%
25 000 to 50 000	6	5%
50 000 to 100 000	-	-
more than 100 000	1	1%
	120	100%

Duration (period opened to the public)		
1 day	2	2%
2 days	18	15%
3 days	58	48%
4 days	36	30%
5 days	6	5%
6 days	-	-
7 days	-	-
8 or 9 days	-	-
10 to 16 days	-	-
more than 16 days	-	-
	120	100%

Total net space rented	Average exhibition size
0,8 million sqm	6 629 sqm

Total number of exhibitors	Average booth size
30 661	26 sqm

Total number of visitors	Average nr of visitor per sqm and per day
1,3 million	0,45

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Electronics, Components (18) + IT and Telecommunications (21)

Number of exhibitions

Frequency		
held at least once a year	69	77%
held every 2 years	19	21%
held every 3 years or more	2	2%
	90	100%

Size (in sqm)		
less than 5 000	50	56%
5 000 to 10 000	18	20%
10 000 to 25 000	15	17%
25 000 to 50 000	3	3%
50 000 to 100 000	3	3%
more than 100 000	1	1%
	90	100%

Duration (period opened to the public)		
1 day	1	1%
2 days	16	18%
3 days	33	37%
4 days	30	33%
5 days	7	8%
6 days	2	2%
7 days	-	-
8 or 9 days	-	-
10 to 16 days	1	1%
more than 16 days	-	-
	90	100%

Total net space rented	Average exhibition size
1,0 million sqm	10 681 sqm

Total number of exhibitors	Average booth size
29 297	33 sqm

Total number of visitors	Average nr of visitor per sqm and per day
2,4 million	0,64

Euro Fair Statistics - Portfolio of exhibitions: metrics per sector

Security, Fire Safety, Defense (7)

Number of exhibitions

Frequency		
held at least once a year	10	28%
held every 2 years	25	69%
held every 3 years or more	1	3%
	36	100%

Size (in sqm)		
less than 5 000	13	36%
5 000 to 10 000	11	31%
10 000 to 25 000	6	17%
25 000 to 50 000	424	11%
50 000 to 100 000	1	3%
more than 100 000	1	3%
	36	100%

Duration (period opened to the public)		
1 day	-	-
2 days	1	3%
3 days	11	31%
4 days	20	56%
5 days	3	8%
6 days	1	3%
7 days	-	-
8 or 9 days	-	-
10 to 16 days	-	-
more than 16 days	-	-
	36	100%

Total net space rented	Average exhibition size
0,6 million sqm	16 472 sqm

Total number of exhibitors	Average booth size
15 072	39 sqm

Total number of visitors	Average nr of visitor per sqm and per day
0,8 million	0,29

Euro Fair Statistics

Portfolio of international exhibitions

For the analysis that follows, a sample of *international* exhibitions was composed out of the full scope of exhibitions part of the Euro Fair Statistics portfolio of exhibitions.

This sample was created by isolating all the exhibitions where both following conditions were met:

- both numbers of foreign exhibitors and foreign visitors available (this is the case for around 85% of the total number of exhibitions which represent around 90% of the total net space rented);
- UFI criteria for international event met: a minimum of 10% of foreign exhibitors OR a minimum of 5% of foreign visitors.

The table aside identifies this sample (listed by country with decreasing number of exhibitions).

This sample of international exhibitions is considered as representative, with a minimum of 90%, of the full market of international exhibitions for the listed countries, based on the UFI criteria indicated above.

Country	EU (in 2013)	Euro Fair Statistics sample		International exhibitions		% international exhibitions	
		Number of exhibitions	Total net space rented (in sqm)	Number of exhibitions	Total net space rented (in sqm)	Number of exhibitions	Total net space rented (in sqm)
France	Yes	796	5 632 187	253	3 325 691	32%	59%
Germany	Yes	294	10 008 622	209	9 149 739	71%	91%
Turkey		409	2 811 103	190	1 657 871	46%	59%
Italy	Yes	225	4 656 073	175	3 943 499	78%	85%
Spain	Yes	214	2 071 213	91	1 234 716	43%	60%
Russia		89	764 906	76	716 041	85%	94%
Czech Republic	Yes	56	302 570	38	208 967	68%	69%
Poland	Yes	233	803 022	36	229 503	15%	29%
The Netherlands	Yes	53	626 116	32	415 013	60%	66%
Austria	Yes	30	402 959	28	381 443	93%	95%
Belgium	Yes	64	658 657	23	171 427	36%	26%
Ukraine		30	114 510	15	78 308	50%	68%
Portugal	Yes	34	194 702	12	100 205	35%	51%
Hungary	Yes	7	16 020	6	11 584	86%	72%
Bulgaria	Yes	6	46 333	5	45 426	83%	98%
Croatia	Yes	29	126 184	1	10 263	3%	8%
Moldova		1	6 178	1	6 178	100%	100%
Sweden	Yes	77	1 052 282			0%	0%
Finland	Yes	109	565 999			0%	0%
Luxembourg	Yes	5	47 477			0%	0%
Romania	Yes	6	33 574			0%	0%
Slovenia	Yes	1	6 648			0%	0%
Montenegro		1	1 239			0%	0%
EU sub-total (18 countries)		2 239	27 250 639	909	19 227 477	41%	71%
TOTAL (23 countries)		2 769	30 948 575	1 191	21 685 875	43%	70%

Euro Fair Statistics: Portfolio of international exhibitions: audience

In these 1 191 international exhibitions identified in the 17 countries previously listed 538 984 exhibiting companies and 40 610 205 visitors were present.

Overall, 42% of exhibitors and 17% of visitors were foreign. These percentages reach 47% and 29% respectively for the exhibitions reserved to “professionals”.

	Public	Trade only	Trade & Public	TOTAL
Number of exhibitions	120	723	348	1 191
Total net space rented (in sqm)	1 594 590	16 025 492	4 065 793	21 685 875
Total number of exhibitors	42 327	401 981	94 676	538 984
Total number of foreign exhibitors	11 143	187 956	27 466	226 565
% of foreign exhibitors	26%	47%	29%	42%
Total number of visitors	9 202 987	18 634 749	12 772 469	40 610 205
Total number of foreign visitors	600 506	5 410 568	991 133	7 002 207
% of foreign visitors	7%	29%	8%	17%

EU countries only

	Public	Trade only	Trade & Public	TOTAL
Number of exhibitions	120	656	133	909
Total net space rented (in sqm)	1 594 590	15 361 723	2 271 164	19 227 477
Total number of exhibitors	42 327	371 684	49 895	463 906
Total number of foreign exhibitors	11 143	175 633	17 964	204 740
% of foreign exhibitors	26%	47%	36%	44%
Total number of visitors	9 202 987	17 801 237	6 775 795	33 780 019
Total number of foreign visitors	600 506	5 348 481	581 851	6 530 838
% of foreign visitors	7%	30%	9%	19%

Euro Fair Statistics: Portfolio of international exhibitions: audience in the major national markets (1/2)

		Public	Trade only	Trade & Public	TOTAL
France	Number of exhibitions	60	178	15	253
	Total net space rented (in sqm)	498 442	2 470 377	356 872	3 325 691
	Total number of exhibitors	17 330	84 293	6 085	107 708
	Total number of foreign exhibitors	4 039	39 861	2 259	46 159
	% of foreign exhibitors	23%	47%	37%	43%
	Total number of visitors	2 556 964	3 334 682	2 160 119	8 051 765
	Total number of foreign visitors	67 725	1 002 752	23 393	1 093 870
	% of foreign visitors	3%	30%	1%	14%
Germany	Number of exhibitions	17	184	8	209
	Total net space rented (in sqm)	441 595	8 484 609	223 535	9 149 739
	Total number of exhibitors	11 098	196 189	11 759	219 046
	Total number of foreign exhibitors	3 106	111 640	6 945	121 691
	% of foreign exhibitors	28%	57%	59%	56%
	Total number of visitors	1 427 944	9 443 863	813 297	11 685 104
	Total number of foreign visitors	97 423	3 411 203	60 140	3 568 766
	% of foreign visitors	7%	36%	7%	31%
Turkey	Number of exhibitions			190	190
	Total net space rented (in sqm)			1 657 871	1 657 871
	Total number of exhibitors			37 535	37 535
	Total number of foreign exhibitors			7 018	7 018
	% of foreign exhibitors			19%	19%
	Total number of visitors			5 740 448	5 740 448
	Total number of foreign visitors			398 650	398 650
	% of foreign visitors			7%	7%

Euro Fair Statistics: Portfolio of international exhibitions: audience in the major national markets (2/2)

		Public	Trade only	Trade & Public	TOTAL
Italy	Number of exhibitions	9	130	36	175
	Total net space rented (in sqm)	353 795	2 564 954	1 024 751	3 943 499
	Total number of exhibitors	6 184	52 606	15 376	74 166
	Total number of foreign exhibitors	1 679	13 459	4 254	19 392
	% of foreign exhibitors	27%	26%	28%	26%
	Total number of visitors	4 081 152	2 940 377	2 386 748	9 408 277
	Total number of foreign visitors	421 634	682 176	434 074	1 537 884
	% of foreign visitors	10%	23%	18%	16%
Spain	Number of exhibitions	9	73	9	91
	Total net space rented (in sqm)	41 881	1 091 738	101 097	1 234 716
	Total number of exhibitors	959	18 453	2 480	21 892
	Total number of foreign exhibitors	335	3 538	1 137	5 010
	% of foreign exhibitors	35%	19%	46%	23%
	Total number of visitors	275 496	1 016 773	183 756	1 476 025
	Total number of foreign visitors	454	93 571	22 714	116 739
	% of foreign visitors	0%	9%	12%	8%
Russia	Number of exhibitions		66	10	76
	Total net space rented (in sqm)		657 591	58 450	716 041
	Total number of exhibitors		30 173	4 008	34 181
	Total number of foreign exhibitors		12 282	1 702	13 984
	% of foreign exhibitors		41%	42%	41%
	Total number of visitors		826 952	136 804	963 756
	Total number of foreign visitors		61 627	8 380	70 007
	% of foreign visitors		7%	6%	7%

Euro Fair Statistics: portfolio of international exhibitions opened to trade visitors: audience per industry sector

Industry sector (UFI code)	Number of exhibitions	Total net space rented (in sqm)	Total number of exhibitors	Total number of foreign exhibitors	% of foreign exhibitors	Total number of visitors	Total number of foreign visitors	% of foreign visitors
Textiles, Apparel, Fashion (25)	147	1 584 050	48 088	22 931	48%	1 757 695	636 833	36%
Engineering, Industrial, Manufacturing, Machines, Instruments, Hardware (19)	132	2 586 182	67 232	26 915	40%	3 513 864	832 402	24%
Construction, Infrastructure (5)	102	3 150 664	57 085	20 025	35%	4 463 536	852 978	19%
Food and Beverage, Hospitality (2)	94	1 914 581	58 514	27 425	47%	3 339 508	767 487	23%
Agriculture, Forestry, Fishery (1)	58	1 827 750	31 836	10 199	32%	2 312 950	390 773	17%
Leisure, Hobby, Entertainment (3)	57	1 070 793	26 266	14 081	54%	1 802 902	322 049	18%
Furniture, Interior design (12)	48	1 150 018	17 874	7 445	42%	1 383 558	469 230	34%
Health, Medical Equipment (22)	48	592 083	21 446	11 175	52%	844 428	259 622	31%
Business Services, retail (4)	35	403 900	11 091	4 231	38%	525 650	158 863	30%
Education (8)	35	69 112	4 472	2 472	55%	247 650	21 769	9%
Transport, Logistics, Maritime (26)	35	1 004 517	23 700	12 731	54%	2 663 869	282 118	11%
IT and Telecommunications (21)	34	476 090	14 722	7 311	50%	957 263	166 448	17%
Environmental Protection (10)	30	279 525	8 930	2 419	27%	417 109	71 091	17%
Premium, Household, Gifts, Toys (13)	25	839 663	16 230	7 042	43%	690 405	165 945	24%
Security, Fire Safety, Defense (7)	24	516 132	13 325	5 882	44%	658 916	163 599	25%
Printing , Packaging (11)	24	573 313	11 005	4 604	42%	777 223	326 088	42%
Energy, Oil, Gas (9)	21	311 167	8 811	3 075	35%	478 635	94 796	20%
Jewelry, Watch & Accessories (24)	20	190 346	8 125	2 275	28%	173 292	40 793	24%
Beauty, Cosmetics (14)	18	192 878	5 846	2 499	43%	510 758	61 976	12%
Electronics, Components (18)	18	286 612	9 252	4 006	43%	517 321	104 402	20%
Travel (6)	17	302 134	15 544	9 334	60%	813 753	88 581	11%
Automobiles, Motorcycles (16)	13	280 813	3 714	924	25%	267 148	26 350	10%
Chemistry (17)	12	128 477	3 834	1 567	41%	152 697	41 744	27%
General (27)	10	120 428	3 064	677	22%	1 724 281	5 351	0%
Real Estate (15)	9	40 754	3 245	2 440	75%	51 936	20 923	40%
Aviation, Aerospace (20)	3	174 321	2 868	1 550	54%	332 783	24 012	7%
Optics (23)	2	24 983	538	187	35%	28 088	5 478	20%
TOTAL	1 071	20 091 285	496 657	215 422	43%	31 407 218	6 401 701	20%

The Exhibition Industry in the Middle East & Africa

The tables below list the total number of exhibitions identified per country.
They are extracted from the report released by UFI in 2013 (full report is available at available at www.ufi.org/research).

MIDDLE EAST

Country	Number of exhibitions Year 2011	alternative year for special cases
Iran	219	
UAE	181	
Kuwait	52	
Saudi Arabia	51	
Oman	30	
Syria	24	53 (2009)
Iraq	23	
Qatar	23	
Bahrain	16	28 (2010)
Yemen	16	
Jordan	13	
Lebanon	12	
TOTAL	660	

AFRICA

Country	Number of exhibitions Year 2011	alternative year for special cases
Algeria	102	
Angola	17	
Botswana	2	
Burkina Faso	1	
Egypt	30	64 (2012)
Ethiopia	22	
Ghana	4	
Kenya	30	
Libya	-	20 (2010)
Morocco	37	
Mozambique	1	
Namibia	2	
Nigeria	7	
Senegal	6	
South Africa	112	
Sudan	16	
Tanzania	1	
Tunisia	32	91 (2012)
Uganda	2	
Zambia	2	
Zimbabwe	7	
TOTAL	433	

The Latin American Exhibition Industry

This table lists the total number of exhibitions identified per country in the “exhibition calendar 2012-2013-2014”.

It is extracted from a presentation made by AFIDA.

CENTRAL & SOUTH AMERICA

Country	Number of exhibitions
Brasil	548
México	449
Argentina	197
Colombia	185
Chile	94
Ecuador	86
Perú	68
Venezuela	42
Bolivia	35
Uruguay	30
Guatemala	29
Panamá	23
Costa Rica	21
El Salvador	20
Paraguay	18
Cuba	14
Honduras	12
Republica Dominicana	6
Nicaragua	5
TOTAL	1 882

This report is freely downloadable

at www.ufi.org/research

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