



Concern for economic outlook moderated by positive financial results for global exhibition industry

Paris, January 16, 2012: UFI, the Global Association of the Exhibition Industry, has released the results of its 8th Global Exhibition Barometer Survey. Begun in 2009, these biannual surveys assess the impact of the economic downturn by developing an industry "barometer" based on the perceptions of UFI members worldwide, and includes members of SISO (Society of Independent Show Organizers) for the USA, AFIDA (Asociacion Internacional de Ferias de America) in Central and South America, and EXSA (Exhibition and Events Association of Southern Africa). The 8th edition (conducted in December 2011) is based on replies submitted from 49 countries and includes trends drawing on the results of previous surveys wherever possible.

The most striking conclusion from this 8th survey is that the positive growth recorded in 2010 and 2011 is now perceived as deteriorating with a majority of respondents in all regions declaring their business impacted by the economic crisis. The picture is less gloomy, however, when looking at gross turnover projections. While these are now considered flat in Europe, the outlook still remains solid in Asia/Pacific and the Americas and the Middle East/Africa regions continue to remain unaffected.

Operating profit results also appear to present a more positive picture. Reports on annual profits show that almost 50% of the exhibition companies foresee increases of more than 10% of profits in 2011. In a constructive vein, 82% of respondents plan positive strategic development programmes with almost 46% venturing into virtual or live events, and 49% entering new foreign markets.

Paul Woodward, UFI Managing Director, commented on the resilience of the exhibition industry, saying, "In trying times our face-to-face media identifies new marketing opportunities to provide to our exhibitors and exhibition visitors. We may even, in ten years' time, look back on this era as one of positive developments."

Survey results can be freely downloaded at www.ufi.org/research. The next Global Barometer Survey will be conducted by UFI in June 2012.

UFI is the global association of the world's leading tradeshow organizers 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 represents over 550 member organizations in 84 countries around the world. Almost 900 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.

For additional information, please go to:
www.ufi.org or contact
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