

UFI's 9th Global Barometer survey confirms stability in exhibition media performance

Paris - July 11, 2012: Results of UFI's 9th Global Barometer confirm that the exhibition industry has stabilized despite the sector's feelings of pessimism for anticipated 2012 results. General economic considerations clearly remain at the top of the agenda in all regions. Conducted in June 2012, the barometer survey results when combined with those of the previous surveys, provides an insight into the impact of the economic crisis on the exhibition industry since the end of 2008.

According to UFI, the Global Association of the Exhibition Industry, the situation appears rather stable with, on average six companies out of ten declaring an increase in their turnover for the last three years. Depending on the region, almost 40% of companies have even registered an increase in annual profits of more than 10%. For the past three years this proportion has remained relatively stable. The only new element appears to be the slowdown in the growth of turnover in both the Asia/Pacific region and the Americas during the past year.

Not surprisingly, a large majority of respondents from all regions consider that their business is affected by the "economic crisis" and the significant decrease of confidence outlined 6 months ago in the Asia/Pacific region is now confirmed. It is important to note, however, that almost half of all companies surveyed believe that this negative impact will end in 2013. Paul Woodward, UFI Managing Director, concludes that, "apparently our industry is more conservative in their outlook than the results would show to be true. The results of our most recent Global Barometer survey confirm that our exhibition media continues to outperform expectations despite the tough economic environment."

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

Note: At the beginning of 2009, UFI decided to assess the impact of the economic downturn by developing a "Crisis Barometer" based on the perceptions of our UFI members. Today, this survey has evolved to become the Global Barometer bi-annual report drawing on input from UFI members in 86 countries and including identical surveys for the USA conducted by SISO (Society of Independent Show Organizers), for Central and South America by AFIDA (Asociacion Internacional de Ferias de America) and by EXSA (Exhibition and Events Association of Southern Africa) of their respective members. It should be noted that while the number of replies to this survey provides solid representative results, the consolidated regional results may not reflect the situation of specific countries in that region.

UFI is the association of the world's leading tradeshow organisers 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 590 member organisations in 86 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 on UFI, its programmes and services, please go to www.ufi.org or contact:

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