



2013 European Fair Statistics provide certified figures for 22 countries

July 28, 2013 – Paris: The latest edition of the Euro Fair Statistics report, published today, contains the certified statistics of 2 181 exhibitions from 22 European countries for 2013. Compiled by UFI, the Global Association of the Exhibition Industry, these statistics were collected by thirteen official national bodies and include exhibitions covering over 22,1 million square metres of registered rented space.

Paul Woodward, UFI Managing Director, stated that, “we are pleased to have been able to draw together this certified data from most of the big exhibition markets in Europe. We estimate that the trade fairs included in this report represents around half of the European exhibition market in terms of net rented space and this good quality, reliable data is aimed at helping marketers ensure that their budgets are spent effectively.”

In 2013, the events covered in this report had 601 323 exhibitors and registered a total attendance of 60,5 million visitors. 35% of the exhibitions were targeted at trade visitors, 29% at public visitors and 36% at both target groups.

Trends at both regional and global levels are developed using the data from this report. In addition to expanding geographic coverage, UFI will use this data to further develop some metrics per industry sector. The complete 2013 Euro Fair Statistics study and other UFI studies may be downloaded at no cost on the UFI website at www.ufi.org/research.

The 2013 edition of the Euro Fair Statistics report includes data collected by the following thirteen organizations:

AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, FUTFO (Finland), SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UC CET (Turkey).

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 650 member organizations in 83 countries around the world. Over 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

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