

UFI releases second edition of its Report on the Exhibition Industry in the Middle East/Africa

Results reveal growth despite difficult business climate

Paris, July 3, 2013: UFI, the Global Association of the Exhibition Industry, is pleased to announce that its second comprehensive report covering The Exhibition Industry in the Middle East and Africa is now available. This report, compiled by the association's Middle East/Africa Regional Office, includes an industry assessment, statistics about exhibition venues, numbers of trade fairs/exhibitions, emerging business sectors and future trends. It covers 44 countries: 12 in the Middle East and 32 in Africa. Additional listings, comparisons, updated 2011-2012 data and a SWOT analysis make this a unique tool for appreciating the state of the exhibition industry in the region.

A clear sense that the future of the exhibition industry in the region is promising despite the effects of the global economic downturn and political instability in some countries. A few of the findings of the study show:

- The UAE now provides the largest indoor exhibition space with 31% of the Middle East total.
- South Africa represents 29% of African indoor exhibition space and Johannesburg is the only MEA city to offer 7 purpose-built exhibition venues.
- The exhibition market leaders remain the UAE, South Africa and Iran.
- There has been a 14% increase in the number of trade fairs organized in the Middle East since 2006.

"The need for updated and reliable information about the exhibition scene in the MEA region was pressing," commented Ibrahim Alkhalidi, UFI MEA Regional Manager. "We were cautious in analysing information from venues and organizers directly as this is a difficult region for data collection." Paul Woodward, UFI Managing Director, applauded this effort, saying, "UFI is pleased to be able to make this information available. We are committed to providing solid data on the state of the exhibition industry to our members and to the exhibition industry at large".

The Executive Summary of this report is available at www.ufi.org/research. The complete Report on the Exhibition Industry in the Middle East/Africa may be freely downloaded by UFI members and is available for purchase by non-members.

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 630 member organizations in 85 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 or contact :

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