

UFI Releases First “World Map of Exhibition Venues”

Research covers venues of 5,000 sqm and more

Paris, 26 October 2007: UFI, the Global Association of the Exhibition Industry, has released the results of its major study on the “hardware” of the exhibition industry worldwide. John Shaw, Chairman of UFI’s Statistics & Transparency Committee and UFI Incoming President 2009, made the presentation at UFI’s Annual Congress in Versailles (France) stating, “This “World Map of Exhibition Venues” is the first global study to identify exhibition venues with a minimum of 5,000 sqm of indoor exhibition space. UFI’s research, accomplished with the strong support of many national exhibition associations, indicates that exhibition space capacity will continue to increase. The continued development of our exhibition infrastructure in growing markets is essential to support the solid position of the exhibition media within the marketing mix.”

UFI’s “World Map of Exhibition Venues” recorded 1,062 exhibition centres with total indoor exhibition space of 27.6 million sqm. Europe and North America, followed by Asia offer the highest venues capacities, with respectively 44%, 34% and 12% of the total number of venues, and 52%, 26% and 14% of the total indoor exhibition space. In terms of countries, the USA, Germany, China, Italy and France account for 58% of the total world’s indoor exhibition space.

Overall exhibition venue development between 2006 and 2010 is estimated at 3.5 million sqm. - an increase of 13% with 2006. UFI has identified 198 projects including 1.8 million sqm in Europe, 0.7 million sqm in Asia, and 0.6 million sqm in North America. These venue projects represent an estimated investment of €13.5 billion (US\$18.7 billion). UFI estimates that by 2010, there will be a minimum of 1,104 exhibition centres of 5,000 sqm or more, providing a total of 31.1 million sqm of indoor exhibition space.

While exhibition space continues to expand, the overall rhythm of development appears less significant than in recent years. Regional trends also indicate the existence of fierce venue competition, both locally and internationally, with a “development race” often justified by venue management to retain developing exhibitions. Exhibition expansion is also a response brought about by a growing awareness among local and regional governing bodies of the direct and indirect

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economic benefits which can be attributed to the exhibition industry. UFI’s President, Cliff Wallace, stated, “exhibitions have always been key opportunities to bring buyers and sellers together. As the exhibition industry continues to develop modern facilities for this important marketing media, we are also supporting opportunities for economic development.”

Vincent Gérard, UFI Managing Director, commented, “With this “Map of the World’s Exhibition Venues” UFI is providing the first global overview of purpose-built exhibition venues and other premises providing space marketed for trade fairs or consumer shows. Providing valuable research and analysis is one of UFI’s objectives - and priorities - as the global association of the exhibition industry.” A Summary of the findings of this “World Map of Exhibition Venues” will be available for UFI members and non-members, on the UFI website at www.ufi.org.

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world’s leading show organisers and exhibition centres, national and international professional associations and industry partners, UFI is present in 84 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.

Additional information on UFI and its programmes is available at www.ufi.org.

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