

## Trade fair market in Asia grows by 4.3% in 2010 according to UFI report

*July 5, 2011 – Paris/Hong Kong:* The trade fair industry in Asia expanded by 4.3% in 2010 according to the seventh edition of UFI's annual report on the trade fair market in Asia. Net area sold by organisers in Asia reached a total of 15.5 million m<sup>2</sup>. This figure has nearly doubled since the first edition of this report was published in 2004 when 8.1 million m<sup>2</sup> were sold in Asia. The research was once again undertaken for UFI, the global association of the exhibition industry, by Business Strategies Group (BSG) in Hong Kong.

In 2010, the fastest growing markets were two of the smaller trade fair markets, the Philippines and Macau. Net square metres sold in the Philippines increased by 56% to 128,250 m<sup>2</sup>, while Macau grew by 29% to 125,000 m<sup>2</sup>. Of the larger markets, Hong Kong posted an 11% gain, while Taiwan and Malaysia both grew by slightly more than 13%. India had a strong year, significantly outperforming the regional average increasing net square metres sold by 9% to reach 763,750 m<sup>2</sup>.

The largest trade fair market in Asia, China, grew on pace with the regional average increasing by 4.3% as 8.5 million m<sup>2</sup> were sold there. The trade fair market in China now largely defines the region. It is the largest trade fair market by any measure. China accounts for 55% of all space sold in the region and generates one third of regional revenues (US\$1.2 billion). China is also home to 68% of Asia's venue capacity. By the end of 2011, there will be 96 venues in China offering 4.18 million m<sup>2</sup> of space. Across the region, there are now 177 venues with a total capacity of 6.14 million m<sup>2</sup>. This represents a huge change from 2005 when regional capacity was just 3 million m<sup>2</sup>.

Overall, revenues from trade fairs in Asia in 2010 increased 4.7% rising from US\$3.39 billion to US\$3.55 billion in 2010. China generated revenues of US\$1.2 billion and Japan's were US\$797 million. Together, these two markets account for 56% of the region's revenues. Hong Kong recorded revenues of US\$384 million which is an impressive 10.5% of total revenues. This is even more impressive given that the 10.5% market share comes through just two venues.

Paul Woodward, UFI Managing Director, commented, "The growth in Asian trade fairs over the past several years has been remarkable. Since 2004, net square metres sold have nearly doubled and venue capacity has more than doubled. In the same period of time, UFI's membership in Asia has almost quadrupled. Interest in Asian trade fairs is very high. Our annual congress was held in Singapore in November last year and it attracted a record number of exhibition industry executives looking to participate in this growth. We expect this trend to continue through 2012 and beyond."

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## Trade fair market in Asia grows by 4.3% in 2010 according to UFI report (continued)

The report has again been edited by UFI Asia/Pacific Regional Manager and BSG Managing Director, Mark Cochrane. He commented, "In the past decade, Asia has been the fastest growing trade fair market worldwide year after year and we do not anticipate that will change in the coming year."

"According to our forecast, Asia will exceed 16 million m<sup>2</sup> sold in 2011 with close to 9 million m<sup>2</sup> of that total to be sold in China. All of the key pieces are in place to facilitate additional growth: a portfolio of modern world-class venues, a strong regional economic growth forecast, a robust and competitive group of international and domestic organisers and finally, support for the industry from governments across Asia."

This report provides detailed information on the development of trade fairs and supporting facilities in 15 markets: China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report also includes analysis on actual market performance in 2010 as well as forecasts and commentary on key trends in each market.

As an added-value service, each UFI member will be entitled to receive a four page executive summary of the research and to purchase the full report at a substantial discount.

For more information on this study, please contact UFI in Asia at:

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*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.*

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