



## 2011 European Fair Statistics provide audited figures for 21 countries

*July 20, 2012 – Paris:* The 2011 edition of the Euro Fair Statistics report, published today, contains the audited statistics of 2,250 exhibitions from 21 European countries. Compiled by UFI, the Global Association of the Exhibition Industry, these statistics were collected by eleven auditing bodies and include exhibitions covering over 22 million square metres of registered rented space.

Paul Woodward, UFI Managing Director, stated that, “marketers need good quality, reliable data to ensure that their budgets are spent effectively. So, we are pleased once again to have been able to draw together this audited data from most of the big exhibition markets in Europe. We are also pleased to have been able to expand the scope of the report this year with the addition of audited data from Turkey, one of the world’s fastest growing exhibition markets.”

In 2011, the events covered in this report, managed by 564 organizers, had 602 681 exhibitors and registered a total attendance of 62.6 million visitors. 36% of the exhibitions were targeted at trade visitors, 31% at public visitors and 33% at both target groups. UFI estimates that the audited trade fairs included in this report represents around 45% of the European exhibition market in terms of net rented space.

In addition to expanding geographic coverage, UFI will use this data to produce some metrics per industry sector. Trends at both regional and global levels will also be developed using the data from this report.

The complete 2011 Euro Fair Statistics study may be downloaded at no cost on the UFI website at [www.ufi.org](http://www.ufi.org) under the trade fair sector/surveys menu.

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*The 2011 edition of the Euro Fair Statistics report includes data collected by the twelve organizations listed below. Further information on these audited statistics may be had by addressing each organization directly.*

*AEFI (Italy - [www.aefi.it](http://www.aefi.it)), AFE (Spain - [www.afe.es](http://www.afe.es)), BDO & Associates (Portugal - [www.bdo.pt](http://www.bdo.pt)), CENTREX (Central East Europe - [www.centrexstat.org](http://www.centrexstat.org)), CLC Vecta (The Netherlands - [www.clcvecta.nl](http://www.clcvecta.nl)), FKM (Germany - [www.fkm.de](http://www.fkm.de)), FKM Austria ([www.messe.at](http://www.messe.at)), FUTFO (Finland - [www.pohjois-suomenmessut.fi](http://www.pohjois-suomenmessut.fi)), OJS (France - [www.ojs.asso.fr](http://www.ojs.asso.fr)), SFC (Sweden - [www.fairlink.se](http://www.fairlink.se)), RUEF (Russia - [www.ruef.ru](http://www.ruef.ru)) and UCGET (Turkey - [www.tobb.org.tr](http://www.tobb.org.tr)).*

*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](http://www.ufi.org) or contact Christian Druart, UFI Research Manager  
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