

UFI releases new report on the Trade Fair Industry in Asia

- Total exhibition space sold at Asian trade fairs exceeds 20 million m² for the first time, increases by 5.5% in 2016
- 58% of exhibition space in Asia/Pacific sold in China
- The Philippines showing the fastest growth rate in the Asia/Pacific region (+9.6%)
- Total Venue Capacity in Asia/Pacific to exceed 8.1 million m² by years end (+5%)

Paris/Hong Kong – 20 July 2017 - This week, UFI – The Global Association of the exhibition Industry, releases the 13th edition of its annual report on the Trade Fair Industry in Asia. For the first time, net space sold at Asian trade fairs surpassed 20 million net m².

Our research shows that 20.77 million m² of space was sold by exhibition organisers to their clients in Asia in 2016 – up from 19.69 million m² the year before. Overall, that represents a year-on-year increase of 5.5%. Of that total, 58% was sold in China – or in terms of net space sold 12.0 million m². That is close to six times the space sold in Asia's second largest trade fair market, Japan (2.06 million m²).

The Philippines was the fastest growing trade fair market in Asia in 2016 as space sold jumped by 9.6%. Other Southeast Asian markets that outperformed the regional average included Vietnam (7.3%) and Indonesia (5.8%). China, Asia's largest trade fair market, was the second fastest growing market last year posting growth of 7.7% in 2016.

India was close behind China, recording a growth rate of 7.4%. Most other large markets recorded much more modest growth in 2016. Net space sold in Thailand expanded by 3.8% and Australia by 3.1%. Korea and Taiwan grew by 2.7% and 2.3% respectively. And at the bottom end of the table, Japan's market expanded by just 0.5% and Hong Kong recorded a small contraction of 1.8%.

By the end of 2017, venue capacity in Asia's venue capacity will be more than 8.1 million m² and the number of venues operating in Asia will reach 218 – more than double the 100 venues that were in operation in 2004 when the first edition of this report was published. In 2018, that figure will rise significantly again after the opening of another mega venue in Shenzhen, China eventually adding 500,000 m² of gross indoor capacity to the regional total.

Kai Hattendorf, UFI Managing Director, commented, "One of the most valuable benefits that UFI provides to its members is access to our proprietary industry research and analysis. So with this in mind, we are pleased to publish the 13th edition of this report which provides our members with the latest data and insights covering 17 trade fair markets in Asia."

UFI Asia/Pacific Regional Manager and BSG Managing Director, Mark Cochrane said, "The Asia trade fair industry sold more than 20 million m² in 2016 – representing a year-on-year rise of 5.5%. We are forecasting more growth in 2017 and 2018 as additional venue capacity in markets such as China, Malaysia, India, Thailand and Australia will unlock incremental growth. Yet again, Asia is strongly positioned to remain one of the most attractive trade fair markets worldwide."

This report provides detailed information on the development of trade fairs and supporting facilities in 17 markets: Mainland China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand, Cambodia, Myanmar and Vietnam. The report also includes analysis on actual market performance in 2016 as well as forecasts and commentary on key trends in each market.

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The research was once again undertaken for UFI, the Global Association of the Exhibition Industry, by [Business Strategies Group \(BSG\)](#) in Hong Kong.

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

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

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About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's 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 directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 700 member organisations in 85 countries around the world are presently signed up as members. 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

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