

UFI releases Euro Fair Statistics 2016, aggregates certified exhibition industry data for 25 countries

Paris – 21 September 2017: An increasing number of exhibitions and events in Europe are working with industry partners to certify the quality of their core statistics. The latest edition of the Euro Fair Statistics report which is published annually by UFI, the Global Association of the Exhibition Industry, provides certified, up-to-date data on 25 countries in the European exhibition market.

Drawing on official data from 14 national trade fair bodies who guarantee the quality of the statistics they have provided, UFI's latest report compiles statistics on 2,590 exhibitions covering a total of 27.4 million square metres of registered rented space in 2016. The report shows a notable increase of 7% in terms of the total number of events and 11% in terms of total space rented when compared with 2015.

Kai Hattendorf, UFI Managing Director, said: "We are pleased to provide this large scope of data compiled from 14 bodies who manage a rigorous certification process. This data represents around 60% of the European exhibition market and includes 405 exhibitions that have earned UFIs sought after 'UFI Approved Event' designation."

The events covered in this report involved 724,488 exhibiting companies over the course of 2016 and registered a total attendance of 71.6 million visitors. 38% of the exhibitions targeted trade visitors and 30% public visitors, while 32% were geared towards both target groups.

Euro Fair Statistics represents a vital source of reliable, neutral data that is used by industry players as a solid basis to identify trends, both on regional and global levels. The complete 2016 Euro Fair Statistics study, and other UFI studies, may be downloaded on the UFI website at www.ufi.org/research. In line with UFI's mission to provide vital data to the whole industry, the report is available free of charge.

The 2016 edition of the Euro Fair Statistics report includes data collected by the following organisations:

AEFI (Italy), AFE (Spain), ATFEO (Finland), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), Expo-Event.Live Communication Verband Schweiz (Switzerland), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UC CET (Turkey).

Attachment: Euro Fair Statistic 2016 front cover

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 950 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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