

The Trade Fair Industry in Asia

15th edition

A COMPREHENSIVE STUDY OF ASIA'S TRADE FAIR INDUSTRY NOW UPDATED WITH 2018 DATA.

The latest UFI/BSG report on the trade fair industry in Asia has now been published - complete with the latest updated statistical information from 2018.

With over 120-pages of data, analysis and commentary, this report is designed to help you understand the latest developments in Asia's trade fair markets.

Report features include:

- o Updated trade fair statistics across 17 markets
- o Analysis of venue capacity available across the region
- o A detailed review of Asian trade fair industry growth
- o Analysis of key industry trends affecting the region
- o A review of the region on a country-by-country basis
- o A full list of all "UFI Approved Events" in the Asia Pacific region.

Extensive original research and analysis were undertaken to generate the data included in this comprehensive report. It is a **UNIQUE RESOURCE** for all organisations interested in Asian trade fairs.

Whether you are working in the exhibition industry or have a general interest in trade fair data, this report will act as your 'roadmap' to the industry in Asia. It will assist exhibition organisers in their business strategy, venues in developing appropriate capacity plans and those providing services to the exhibition industry with a better understanding of the region.

The report covers all key Asia trade fairs industry in 17 markets - Australia, Mainland China, Hong Kong, India, Indonesia, Japan, South Korea, Macau, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand, Vietnam, Cambodia and Myanmar.



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