

1st Edition | November 2019

# The Exhibition Industry in Latin America

Produced by



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*\* will be published in the 2nd edition of this report in May 2020, at the UFI LatAm Conference in Buenos Aires*



Dear UFI members, dear industry colleagues,

I am pleased and proud to present you this initial edition of research tracking and assessing the state of the exhibition industry in Central and South America. It is the first of its kind, and it shines a light on the fast development we are seeing across the region.

As Chapter Chair of UFI for our region, I want to personally thank all colleagues and companies who participated and supported this project, as well as the UFI team in the regional office in Bogotá and at the Paris headquarters. It took the resources of UFI as our industry's global association and the energy and commitment of the regional staff to produce this unique research.

As the chapter leadership, we are working to create new opportunities for growth and success for exhibition companies in Latin America and beyond. In 2018, UFI launched a designated LatAm Regional Conference in Mexico City, with great success. The 2nd such conference will take place in Buenos Aires from 20-21 April 2020. This research marks the next major milestone – providing us as well as the industry globally with market profiles and markets trends.

I hope you find this research useful and wish you good insights!

Yours,

**José Navarro Meneses**  
**UFI Chapter Chair Latin America**  
Mexico City  
November 2019



Dear colleagues,

Providing the exhibition industry globally with trusted and reliable data on markets and industry trends is a core element of our mission at UFI. UFI's research has become a prime source for many, with global, regional, and topical reports published and updated regularly. Reflecting the rise of importance of the exhibition industry in Central and South America, our regional UFI office in Bogota made it a priority to gather and aggregate this research that you are looking at now.

On behalf of the whole team at UFI, The Global Association of the Exhibition Industry, I am delighted to present you this initial report on the exhibition industry in Latin America. This first edition will be updated in six months' time and then released annually thereafter.

The report presents data up to 30th September 2019 and is intended to provide relevant information on the trade fair industry in Latin America of interest to exhibition industry professionals, analysts, government officials and property developers who are developing exhibition and convention centres in the region.

The report will be published in two parts. This first edition focuses on a regional economic review and a section of regional industry trends as well as a comprehensive infrastructure segment (regional and country venue statistics). An updated second edition will follow in the first half of 2020, and will focus on exhibition organizers, service providers & convention and visitors bureaus and more.

Right from the start, the report covers 17 markets in Latin America; Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Dominican Republic and Uruguay.

With each future edition the scope and accuracy of the data will be improved with the long-term intention of providing accurate benchmarks for the exhibition industry in Latin America. I want to thank all the companies who took part in this research and SISO for their support.

I hope you enjoy it.

**Kai Hattendorf**  
**UFI Managing Director / CEO**  
Paris  
November 2019

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 more than 50,000 exhibition industry employees globally, and also works closely with more than 50 national and regional associations members.

Over 800 member organisations in almost 90 countries and regions around the world are presently signed up as members.

Around 1,000 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.

## Methodology

### Data sources

The report is based on a combination of original (primary research) and public (secondary sources). Most of the data used was revealed by the companies themselves in a questionnaire and/or by direct communication. In some cases, public company data was accessible through official webpages and has been used where available.

### Research approach

Once all the key players of the industry in the region were identified, the collection of data was achieved through a questionnaire conceived for this purpose. The answers of the respondents were gathered and validation of the information took place by direct contact with the companies. For companies that did not take part in the survey, the information collected was found in their official webpages and in local industry associations.

### Currency

The base currency for all calculations in this report is US dollars (\$). If no other currency is cited, then all currency references are in US\$.

### Amendments/omissions

If a reader believes that data has been incorrectly reported or omitted, they should email this information to [anamaria@ufi.org](mailto:anamaria@ufi.org). Our researchers will follow up with them directly to verify whether necessary changes should be included in the next edition.

### Accuracy

The data was collected through several channels including supporting partners and direct information from venues. The results are considered reliable, however they cannot however be considered as fully accurate or complete and UFI cannot be held responsible for errors or any consequences arising from the use of this information. Each future edition of this study will incorporate new and additional data.

# Economic Overview

## Overview of Latin American market for investment by international exhibition organisers

### Regional Economic Performance

A close look at the economic performance of Latin America and the Caribbean in 2018 reveals mixed fortunes, a consequence of fluctuating regional and global investment. Uneven and generally subdued economic activity in the first half of 2019 range from signs of gradual expansion in Colombia to underperformance in Brazil, in spite of improving labor and financing conditions. Slowdown in Chile and Mexico meanwhile pale into insignificance in light of contraction in Argentina's economy, following the country's tumultuous 2018.

However, in contrast with global trends, trade in the region continues to expand. Bilateral tariff negotiations between the US and China have benefited the large Latin American economies of Brazil and Mexico, however, weakening global trade growth has also reduced export orders in these larger markets.

Manufacturing activity in the region decelerated at the start of 2019, with mining (including oil) continuing to contract, while a decline in oil and gas

production persist in Mexico. On a positive note, goods export volumes have grown steadily since early 2018, recently overtaking import growth.

Growth in Latin America's services sector continues to outpace industrial performance, although services growth softened in late 2018 due partially to the weak performance in Argentina. Financing conditions in the region have also eased, aiding investors.

Strong remittance inflows have helped offset challenging social and economic conditions in several Central American countries in 2018 (notably, the political and social unrest in Honduras and Nicaragua). Capital inflows have picked up after slowing in much of 2018.

Inflation in Latin America remains moderate, Argentina and Venezuela aside. This is due partly to stable or strengthening exchange rates against the US dollar, following depreciation in 2018. In most countries, policy interest rates have been on hold or have been adjusted downward since the end of 2018.

Investment can also be expected on the back of newfound long-distance trading partnerships. European Union-based organisers active in the region, such as Reed and Clarion, which represent many EU companies looking to enter or grow in the Mercosur members Brazil, Argentina, Paraguay and Uruguay, will be buoyed by an agreement signed earlier this year to establish a trading deal with the Mercosur trading bloc in the Americas.



Twenty years in the making and the European Union has finally signed the paperwork on a deal that creates the largest multinational trading market in the world at 780 million people.

### Growth Overview

Latin America is moving in line with the global economy: The revision of growth forecasts has been concentrated in Brazil, Mexico and Argentina, although there are also downward adjustments in Paraguay and Uruguay's forecasts.

The shift amongst the major world economies toward more expansionary monetary policies creates room for maneuver for the central banks of the countries in the region. If inflation remains under control, most central banks in the region will postpone any upward adjustment of their interest rates, while in Mexico the easing cycle of monetary policy will begin earlier.

Regional recovery will be driven predominantly by private consumption, as inflation remains moderate and confidence returns and, in 2020-21, by a rebound in fixed investment growth. Slowdown in Chile and Mexico, as can be seen in the following graphic, seem of little consequence when set against contraction in Argentina's economy and the impact that will have on regional domestic trade.



Expo Guadalajara, Mexico

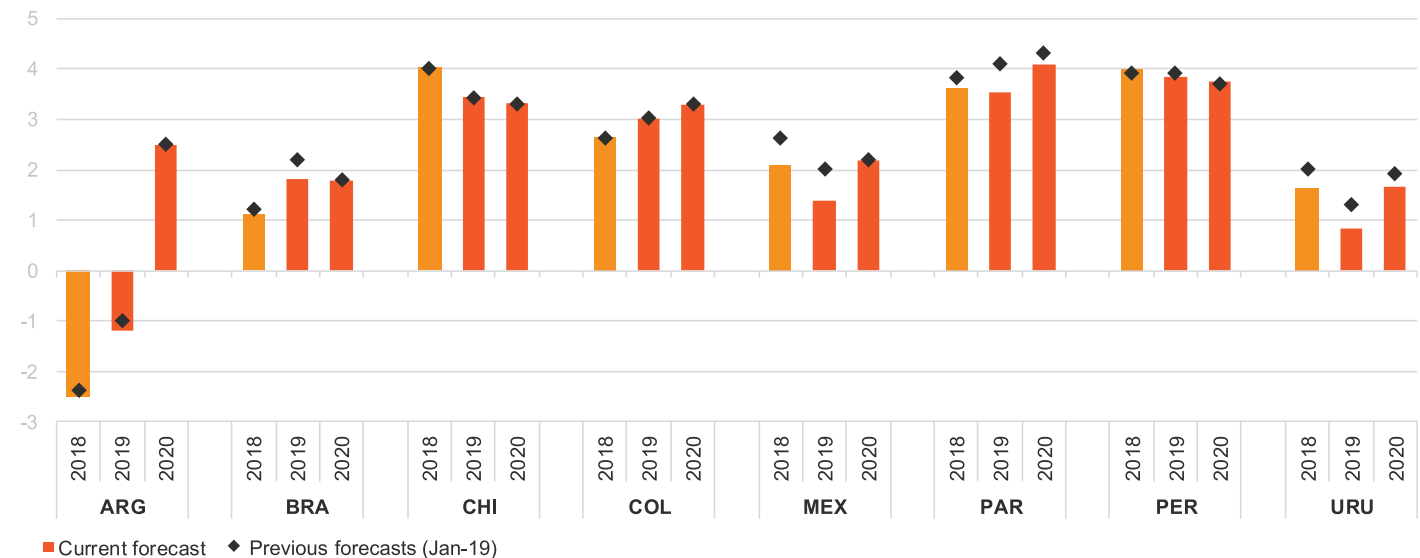


**Growth prospects are worsening in Argentina, Brazil, Mexico, Paraguay and Uruguay, due to the global context and local factors...**

The forecast revision has focused on 2019 and is mainly due to the slowdown in global growth and the negative surprises of local growth in recent months. In Argentina, quarterly growth is expected to be in positive terrain from 1Q19 onwards, in an environment marked by a restrictive monetary policy, but will be negative in the year due to strong statistical carry-over.

Source: BBVA Research

**Latin America: GDP growth (%)**



With relatively stable commodities price projections, the importance of commodity price changes for regional economic developments should diminish. Substantial volatility has defined previous years.

Both local and global financial assessments paint a picture of reduced growth into 2021, again in keeping with forecast of a more general global slowdown.

As might be expected, the countries experiencing higher GDP growth are also those with greater stability outside of financial metrics. However those that derive the majority of their GDP from a more diversified range of exports and services have been characterized by volatility, rather than stability.

BBVA bank expects regional growth of 1.7 per cent in 2019 and of 2.3 per cent in 2020, less than previously expected (2.1% and 2.4%, respectively), due to the increased difficulties implementing necessary adjustments and weaker economic activity figures released in recent months. These are primarily in Argentina, Brazil and Mexico.

The World Bank also projects the region will post subdued growth of 1.7 per cent in 2019, building to 2.5 per cent in 2020 and 2.7 per cent in 2021, reflecting, again, weaker-than-expected activity in Brazil and Mexico as well as in some smaller economies. United Nations forecasts a 2.3% growth in 2029.



La Rural, Buenos Aires, Argentina

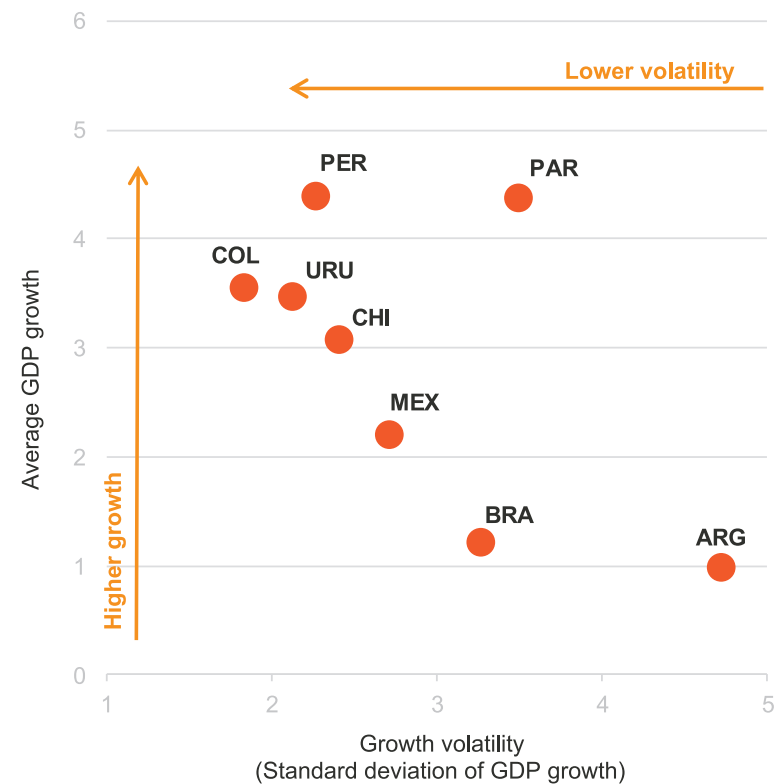
The countries with the highest growth have generally also been able to improve the well-being of their citizens in the last decade through greater growth stability.

Countries such as Peru, Colombia, Chile and Uruguay have been able to grow in an increasingly stable way in part due to more prudent and more consistent macroeconomic policies.

They may also have benefited - given their greater dependence on raw materials - by China's strength and relative stability compared to the US. Even so, it is striking that some of the countries with the greatest productive diversity have exhibited greater volatility.

Source: BBVA Research

### Latin America: Average GDP growth and volatility in the last decade (2009-2018) (%)



While the growth in Latin America's services sector may be outpacing industrial performance, exports indicate it accounts for less than fifth of GDP. Manufactured goods and raw materials lead the way, primarily reaching export partners in Asia (for Brazil) and the United States (for Mexico). Exports from the smaller markets have less predictable trade routes, for example textiles and agriculture from countries such as Peru and Ecuador hold great appeal with buyers in the Netherlands and Japan.

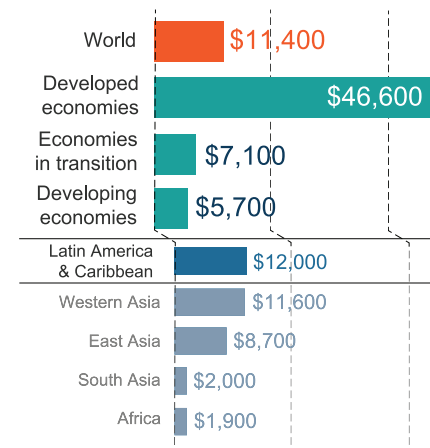
#### Latin America, GDP Behaviour and Exports Structure (World Economic Situation and Prospects, United Nations 2019)

Net exports are projected to reduce growth in 2020 and 2021 as external demand weakens and import demand strengthens, following weak investment performance in recent years. The price of some of the most important commodities for the region, such as oil and copper, will be reduced going forward in line with the decreased global demand, although the price of another key export, soybeans, will probably recover.

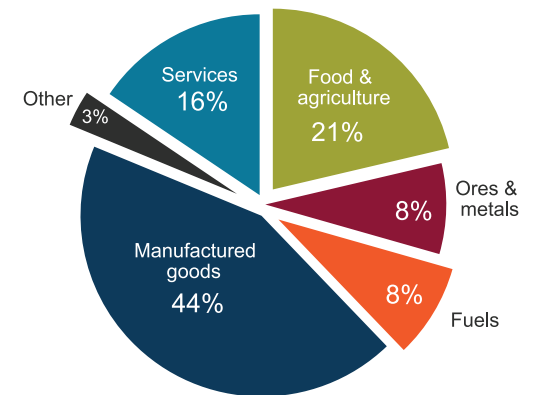
A note of warning however; a more abrupt than expected slowdown of global growth and the introduction of any protectionist measures would pose additional problems for the region. In addition to these risks, those related to local political and fiscal issues remain significant.



#### GDP per capita 2018



#### Exports structure 2016



## Risks

Intensifying policy and political uncertainty, including a further escalation of trade restrictions between major economies, could weigh on investment and trade in Latin America and the Caribbean.

Economic growth in the US and China will have significant impact on the region's fortunes. Roughly 80 per cent of exports from Mexico and Central America go to the United States, while China has become the largest export destination of several South American economies (Brazil, Chile, Peru, and Uruguay). Both the US and China have both accounted for growing shares of regional goods exports in recent years, although there are differences within Latin America's sub regions.

As the fiscal stimulus in the United States winds down and creditworthiness deteriorates in the corporate sector, slowing US growth could be sharper than expected. This risk is compounded by the possibility of a larger-than-expected deceleration in economic activity in China.

Average debt stands at the highest level since 2005. Government debt has risen steadily in much of the region during the past decade, to an average of 60 per cent of GDP in 2018, with negative implications for regional growth if borrowing costs were to rise suddenly.

Sovereign credit ratings for several countries have been downgraded since late 2018 (Argentina, Costa Rica, and Nicaragua), while the downgrade of

Mexico's national oil company Pemex has raised concerns about how much more support the government can provide to the ailing company without risking a sovereign downgrade.

Although slightly smaller fiscal deficits are expected to contribute to a leveling off of average government debt in the region during the forecast period,

Worsening economic conditions in Venezuela (oil production and prices, and remittance inflows) mean emigration could rise significantly further, creating humanitarian regional challenges.

Disruption related to climate change and natural disasters are a persistent source of downside risk to the regional growth outlook. Hurricanes, floods, droughts, and earthquakes have had detrimental impacts on growth in numerous economies in the region in recent years, and the region remains highly vulnerable to such events.

## Wider association agreements

Following 20 years of deliberation, the European Union signed the paperwork on a trading deal with the Mercosur trading bloc in a deal that creates the largest multinational trading market in the world at 780 million people. It paves the way for exhibition organisers that represent EU companies looking to enter or grow in Brazil, Argentina, Paraguay and Uruguay (Venezuela having been suspended in 2016).



The new Mercosur trade framework is part of a wider association agreement between the two regions and is hoped to consolidate strategic political and economic partnerships, removing tariffs and giving 266 million consumers from the Americas access to European goods and services at competitive prices.

The agreement stands to give European companies an important head-start into a market that has become substantially more attractive for international trade show organisers actively involved in industries including automotive, machinery, chemical, agri-food (specifically: chocolate, spirits, soft drinks and dairy), technology and telecommunications.

It will also enhance political dialogue and increase cooperation in areas such as research and education, migration and the digital economy, among others, increasing possibilities for private sector cooperation at multilateral level.

In operational terms, trade show organisers and their exhibitors will benefit from simplified border checks, weaker or less abundant red tape and limited export taxes put in place by Mercosur countries.

Fundamentally it marks a positive endorsement for the region, as the EU is the first major partner to strike a political and economic trade pact with the Mercosur bloc.

The USMCA deal meanwhile places Mexico at an advantage with dealings in the US, guaranteeing workers the right to unionise, mandating safe working conditions, prohibiting forced labour and employer interference in union activities, as well as requiring Mexico to establish independent tribunals to adjudicate labour disputes. These protections will help Mexican consumers and small businesses.

Latin America's exports to Asia-Pacific countries grew almost 20 per cent year-on-year in 2017, with the Pacific Alliance and Mercosur trading blocs helping Latin America's to harmonise its position on trade, and expand regional economic cooperation in the region.

Both blocs have created economies of scale that enable their smaller members to benefit from, for example, Chinese trade otherwise limited to the large economies of Mexico and Brazil. Asia accounts for 42 per cent of Brazil's manufactured goods exports, with China the country's leading trading partner.

There is a key distinction to be made between Latin America's exports to the US, and its exports to China. More than half of Latin America's exports to the US comprise of manufacturing goods such as machinery and electronics, while its exports to Asia primarily comprise commodities for manufacture and raw materials.

# Trends

The trends section of this study provides a complete overview across several categories related to the key stakeholders of the exhibition industry: organisers, venues, service providers and convention bureaus and/or tourism promotion agencies. The trends were identified analysing the results of a survey we conducted in which 126 exhibition companies from 17 countries in the region participated. Thank you to all those companies who took part – we are very grateful for your contribution!

Due to the importance of each company in our industry, the report also analyses the categories separately, taking into account its own particularities. The section on venues, included in this version, takes into account issues on enlargement and modernization, events and income characteristics, venue management strategies and pricing.

For the purposes of this report, 'Latin America' refers to the region also known as Latin America and the Caribbean (LAC). However not all of the 33 LAC members is represented in the results of the survey as some LAC members are not represented by a member of UFI.

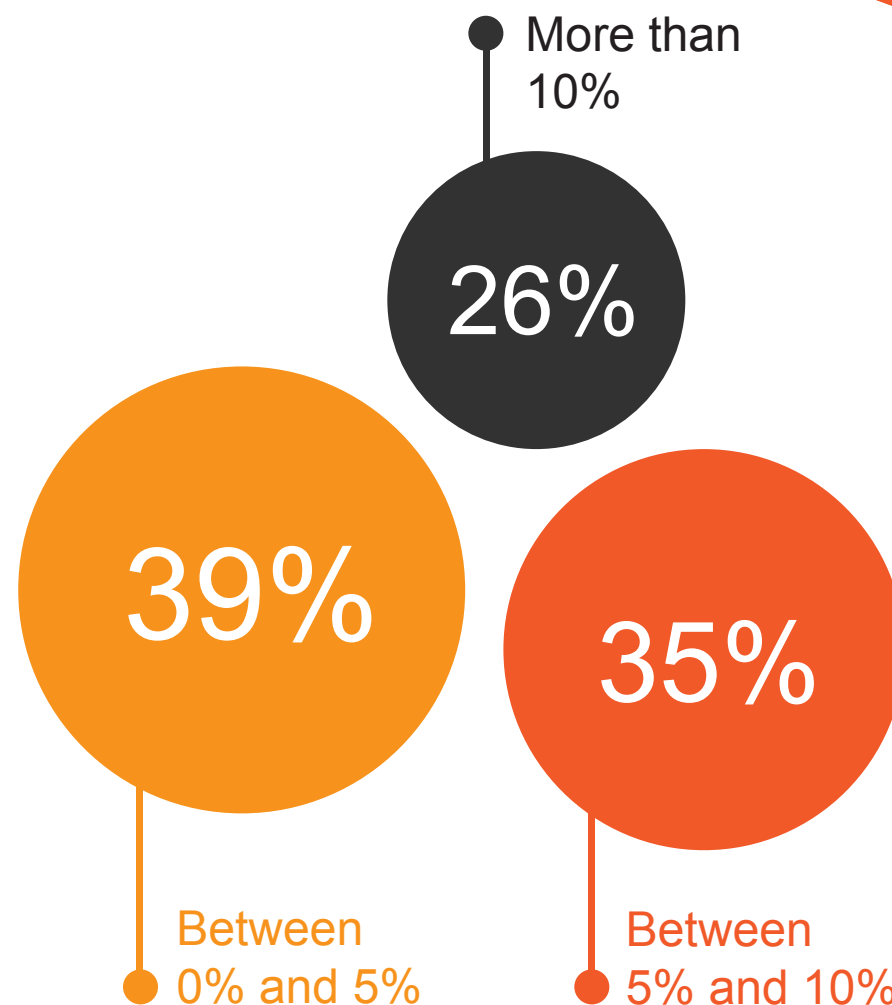
The next iteration of this study will incorporate the trends of organisers, service providers and convention bureaus and/or tourism promotion agencies.



São Paulo Expo, Brazil

How much do companies in the region spend on technology, as a percentage of their total income? (This expenditure must be applied to the improvement of current products/services or the generation of new ones.)

Almost 40 per cent of respondents spend up to five per cent of their income on technology, with a third spending between five and ten per cent. The remainder spend more than 10 per cent of their income on technology.



## What barriers exist for companies when it comes to implementing digitisation?

For almost a third of respondents, the major barriers to implementing more digitisation processes are budgetary, followed by organizational culture and the ability to integrate the new technology in existing systems. The rapid pace of technological change is also a limiting factor, an indicator that respondents are unsure of the right time to invest, and in which emerging technologies. A minority expressed that they do not see the need for greater investment, with just a few commenting that they would not know in which products or services to invest.

Lack of budget

30%

Human talent and cultural challenges

23%

A very complex and robust technology integration is required

21%

Facing the rapid pace of technological changes

19%

I don't see the need for a higher investment

4%

I wouldn't know in what product or service to invest

2%



## How have companies responded to the accelerating digitisation in the exhibition industry?

The vast majority of respondents have met the challenge of accelerating digitisation by building on their digital offering, adding digital services/products around existing exhibitions. Fewer than half have digitalized internal processes and workflows in their company, with just over a third developing a digital/transformation strategy for the whole company.

Another third of the people we spoke to have launched digital products not directly related to existing exhibitions, or developed a digital/transformation strategy for individual exhibitions/products, while fewer than a quarter have created a role or function in upper management dedicated to digitisation.

Added digital services/products around our existing exhibitions

84%

Changed internal processes and workflows in our company into digital processes

47%

Developed a digital/transformation strategy for the whole company

36%

Launched digital products not directly related to existing exhibitions

32%

Developed a digital/transformation strategy for individual exhibitions/products

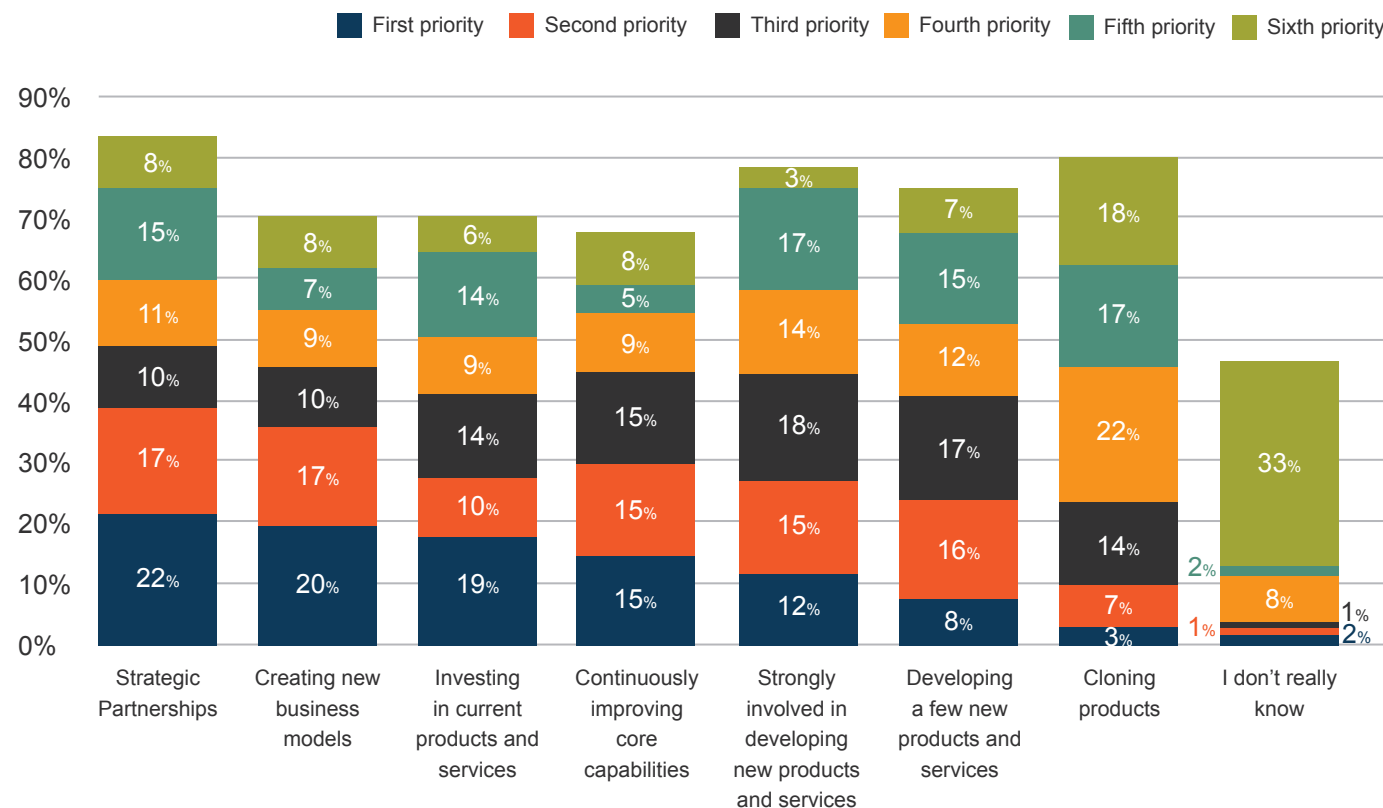
31%

Created a designated function in the upper/top management

23%

## If a company grows organically, which of these strategies does it use?

The majority of respondents (22%) use strategic partnerships as their main approach to organic growth. A fifth create new business models, or invest in current products and services, ahead of those who seek to continuously improve core capabilities or develop new products and services. A handful actually clone products, with a small minority claiming they actually don't know how their company manages to grow.



## If a company grows inorganically (mergers and acquisitions), has it been interested in conducting a merging process in the last year?

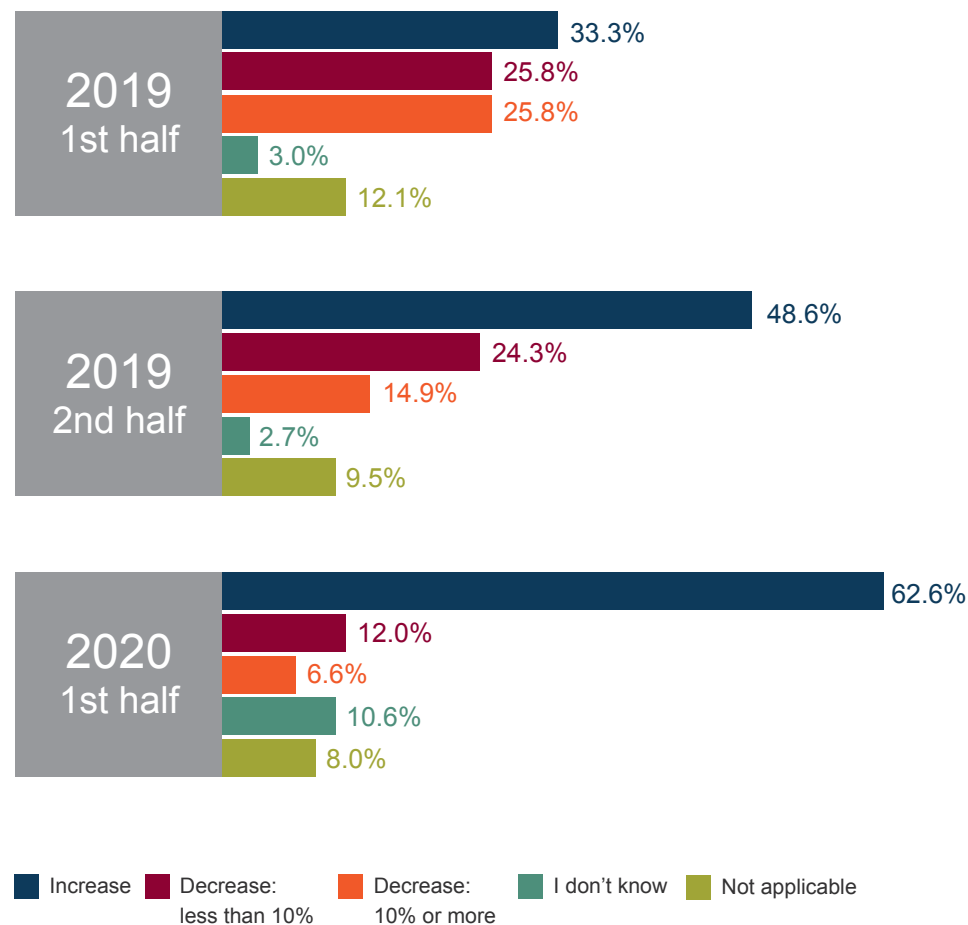
A little more than three quarters of the companies we spoke to claim to have had no interest in conducting a merging process in the last year.

## How do companies expect their turnover to change when compared with the same period the year before (regardless of possible biennial effects)?

A third of respondents expect to increase their income in the first half of 2019, with slightly fewer feeling the same way about the second half of the year.

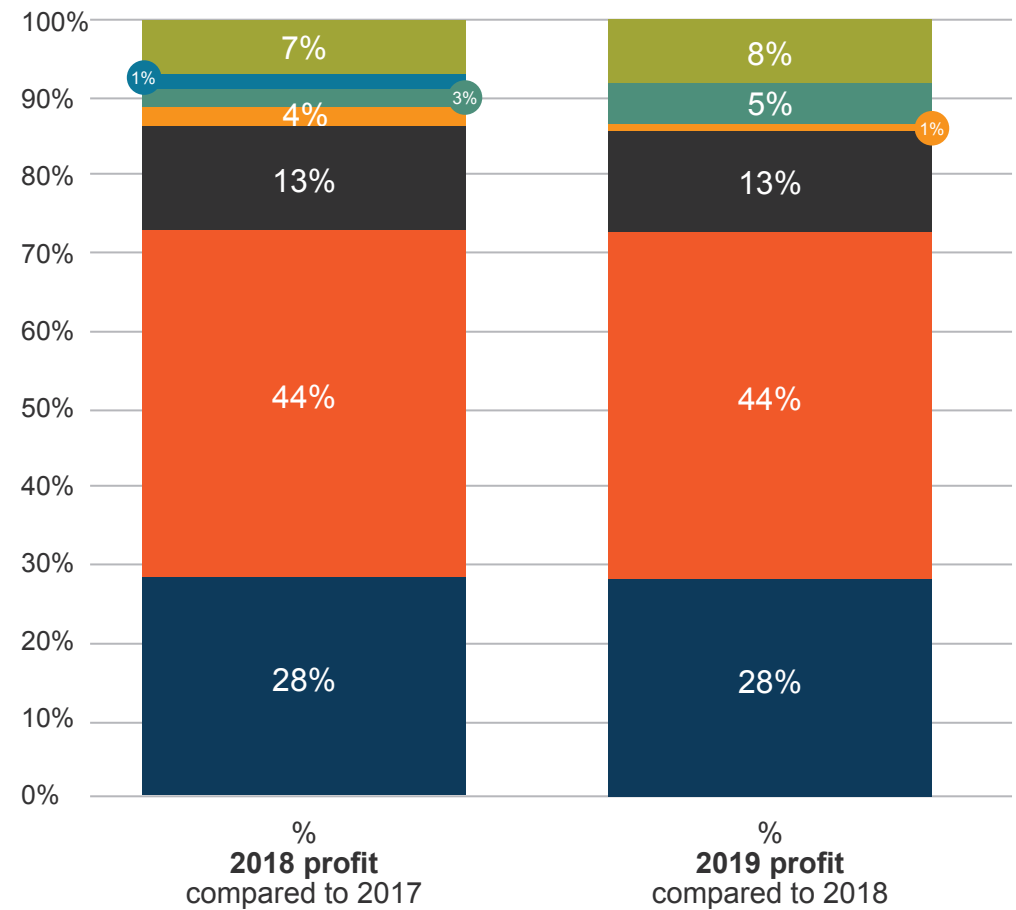
Just over a quarter expect their income to decrease less than 10 per cent in this period, equal to the number who expect their income to decrease by more than that. Respondents are more positive about the second half of the year, because while a quarter again expect their income to decrease less than 10 per cent, just 15 per cent expect their income to decrease by more than that.

In a sign of the times for the region, almost two-thirds expect to increase their income in the first half of 2020, with just 12 per cent expecting their income to decrease less than 10 per cent, down to seven per cent for a decrease of more than that.



## How does operating profit compare?

The picture for operating profit is one of relative stability. Almost half of respondents indicated that their profit was stable (between -10% and 10%); the same figure for the previous year. Almost 30 per cent saw their profits increase by 10 per cent or more, which is more than double the number who saw profits decrease by between 10 and 50 per cent over the same period. Fewer than five per cent made a loss in either year.



## What are the three issues that companies in the exhibition industry consider to be the most important for their business in the coming year?

The state of the economy in the home market was the most important issue for almost a third of companies in the coming year. This was followed by competition from within the exhibition industry (24%), global economic developments and internal management challenges (finance area). Internal management challenges and human resources are a major issue for around a fifth of respondents, as is competition with other media. Slightly less important is the impact of digitisation, regulatory and stakeholder issues.

State of the economy in home market

30%

Competition from within the exhibition industry

24%

Global economic developments

21%

Internal management challenges (finance area)

21%

Internal management challenges (HR area)

18%

Competition with other media

17%

Impact of digitalization

17%

Other internal management challenges

14%

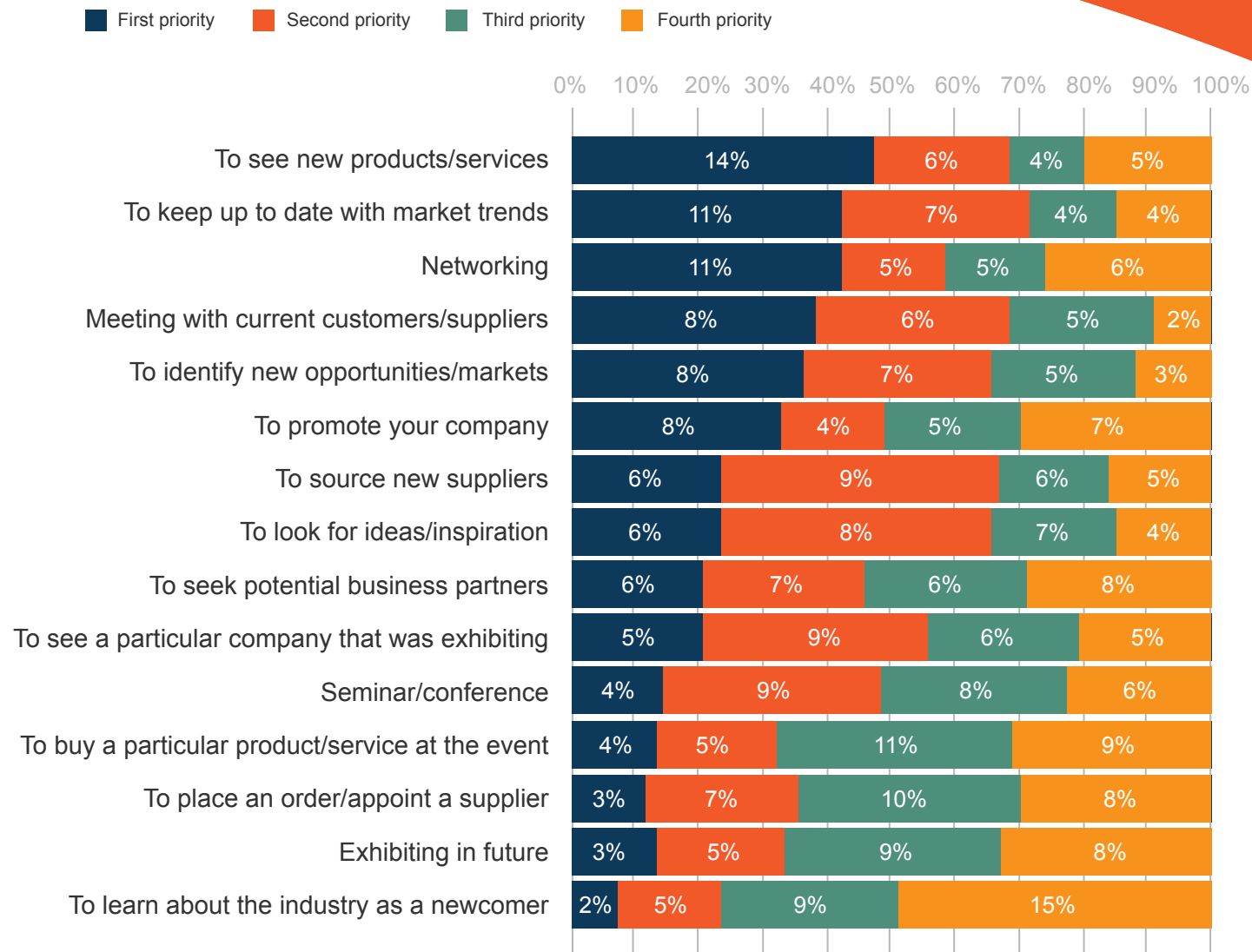
Regulatory/stakeholder issues

13%



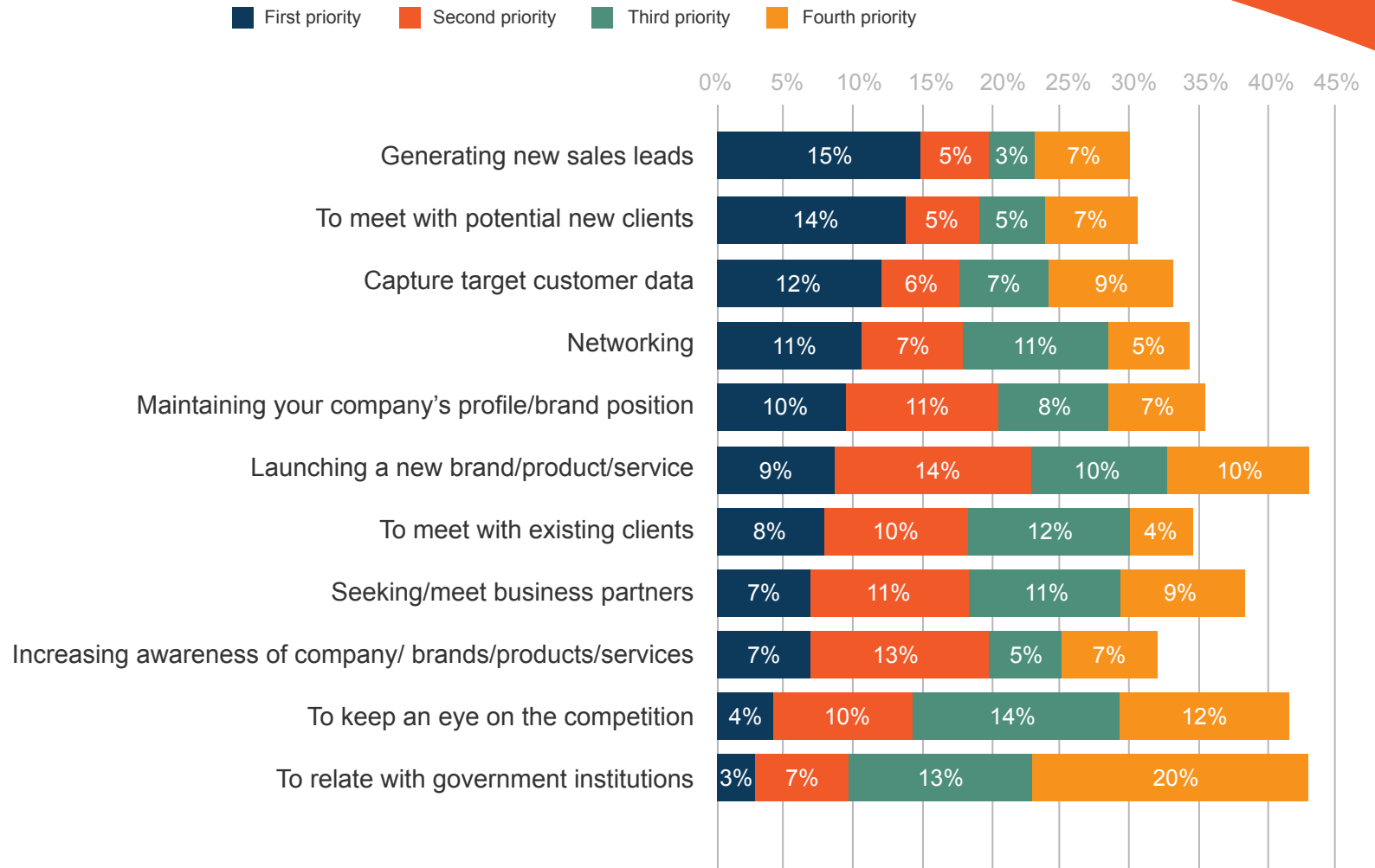
## Where the clients are visitors.

Observing new products and services is the priority requirement for the greatest number of respondents (14%), followed by an overview of market trends and the opportunity to network (11%). The needs to promote their company, identify new opportunities/markets and meet with current customers/suppliers, as well as to promote the company, is the first priority for eight per cent of the people we spoke to, followed by the need to find ideas/inspiration and seek for potential business partners (6%).



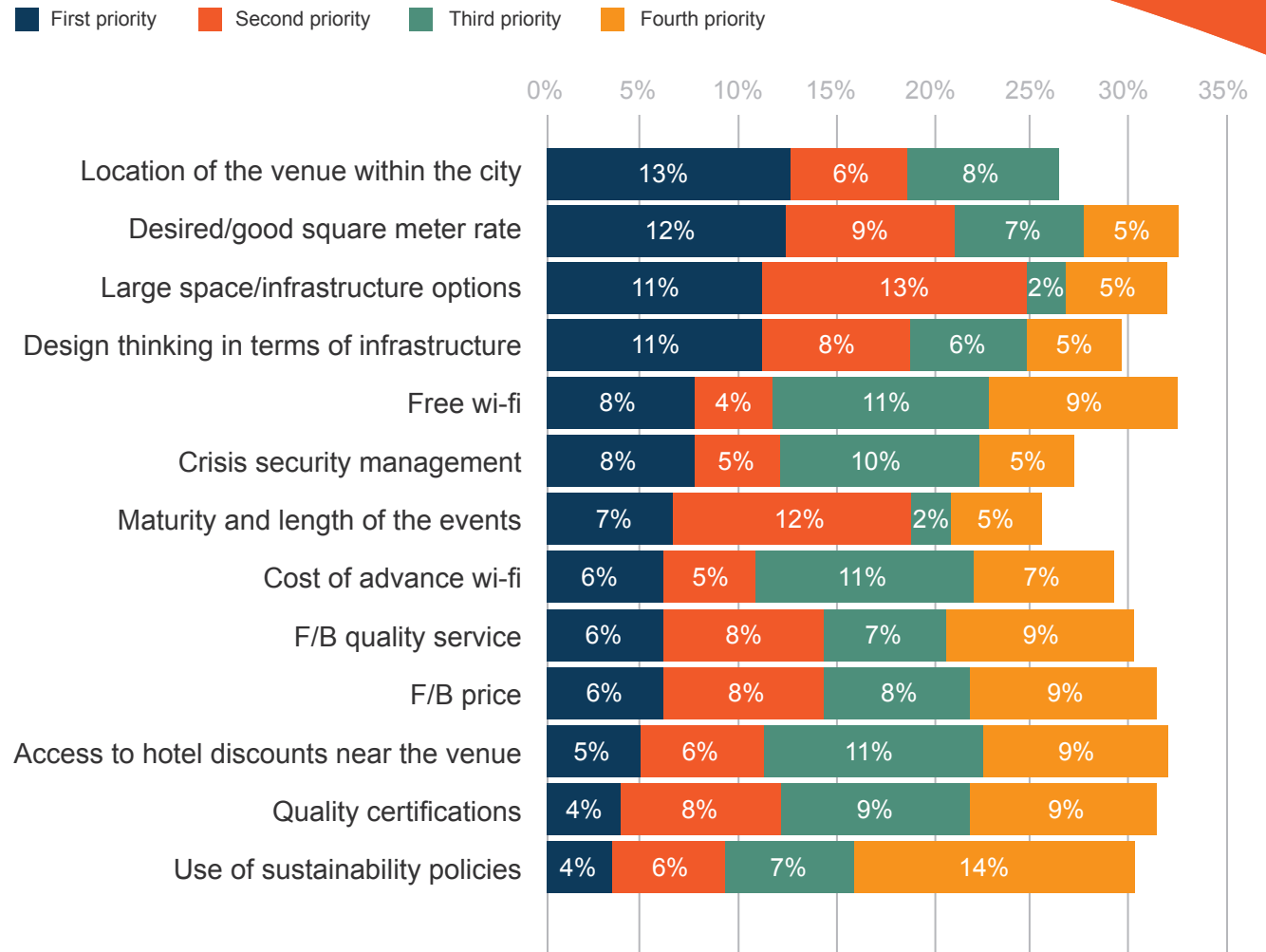
## Where clients are exhibitors.

Leads and data capture are the order of the day for companies with exhibitor clients. The ability to generate new sales leads is matched by the need to meet potential clients for 15 per cent of the companies we spoke to. The need to capture target customer data, as well as networking and maintaining the company's profile/brand position, follow closely behind.



## Where clients are exhibition and/or event organisers.

Venue location leads the way, followed by a favourable space rental rate. Perhaps in keeping with a growing trend for multipurpose space, just one tenth of respondents say large space/ infrastructure options is a major need for their clients, lagging behind the need for free wi-fi and affordable F&B options.



## Do companies receive any support from the local, regional or country government? And if so, then under which circumstances?

While a tenth of companies in the region receive training and funding projects provided by the government, within their exhibitions, the majority (80%) receive no form of government support. Two per cent claim that they are either allowed to be the venue operator without paying any fee to local government, or receive support in international event participation, or have economic activity collaboration agreements with their government, which also plays the role of marketing sponsor. Just one in a hundred companies has an agreement with local authority to promote the city together, with tax exemptions at a local level.

No support

78%

Training and funding projects provided by the government within their exhibitions

9%

Local government as venue owner giving free access to venue operator

2%

State authority support to participate in international events

2%

Economic activity collaboration agreement

2%

Marketing sponsors

2%

Collaboration agreement with the local authority to promote the city together

1%

Exclusivity as government's event promoter

1%

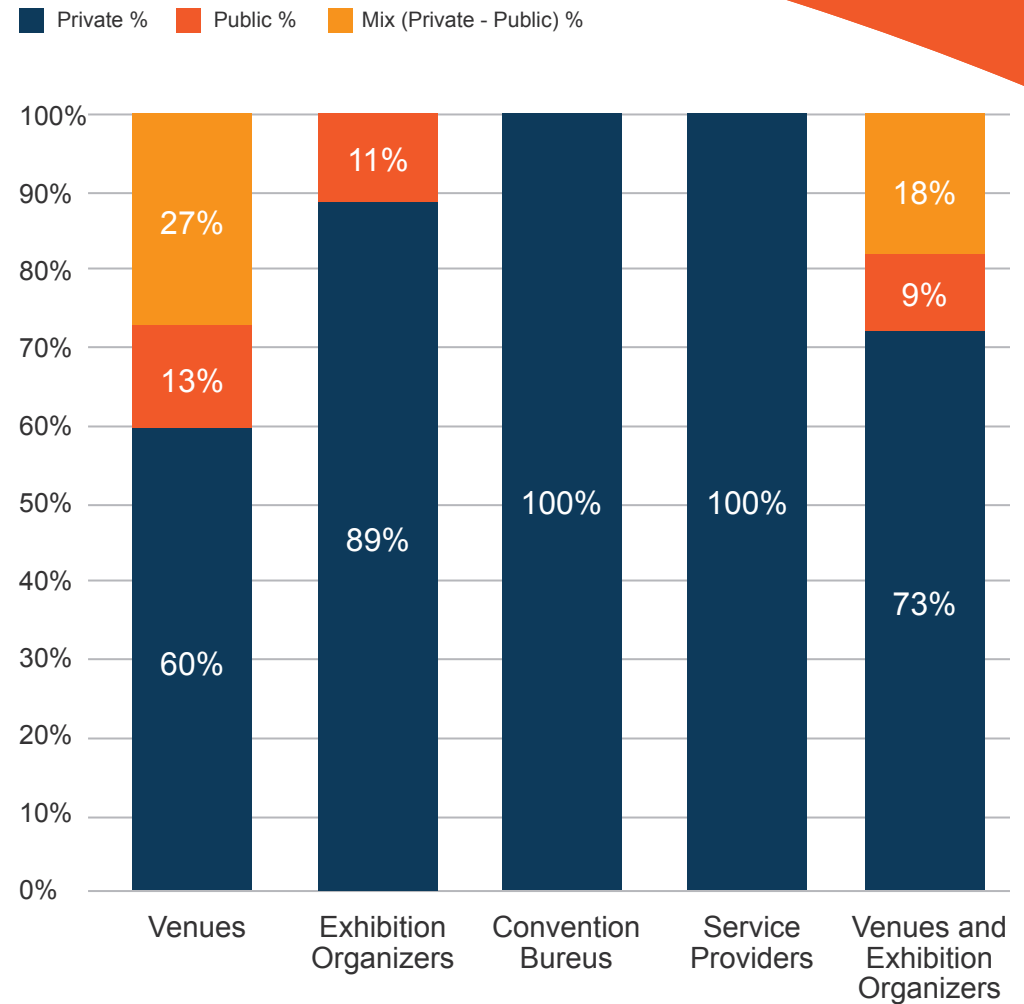
Tax exceptions at a local level (property and income tax)

1%

## Who owns the companies in Latin America?

Sixty per cent of the region's venues are privately owned, with 13 per cent under public ownership and just over a quarter belonging to a mixture of the two. Three quarters of all venues that also organize their own events are private, with 18 per cent a public-private partnership, and half that figure only public.

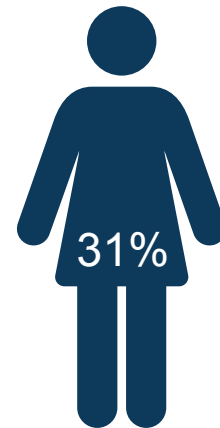
Most organisers are privately owned, and all convention bureaus and service providers that answered our survey are privately owned, as is the case for the majority of the region's organisers.



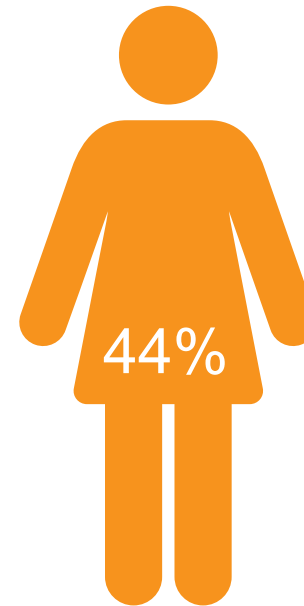


## How many female leaders are there in Latin America's exhibition companies? (Companies answered all options.)

Half of the region's total permanently employed workforce is female, while women account for almost a third of board-level management roles in the region, and 44 per cent occupy VP-equivalent roles.



On the top  
level of  
management



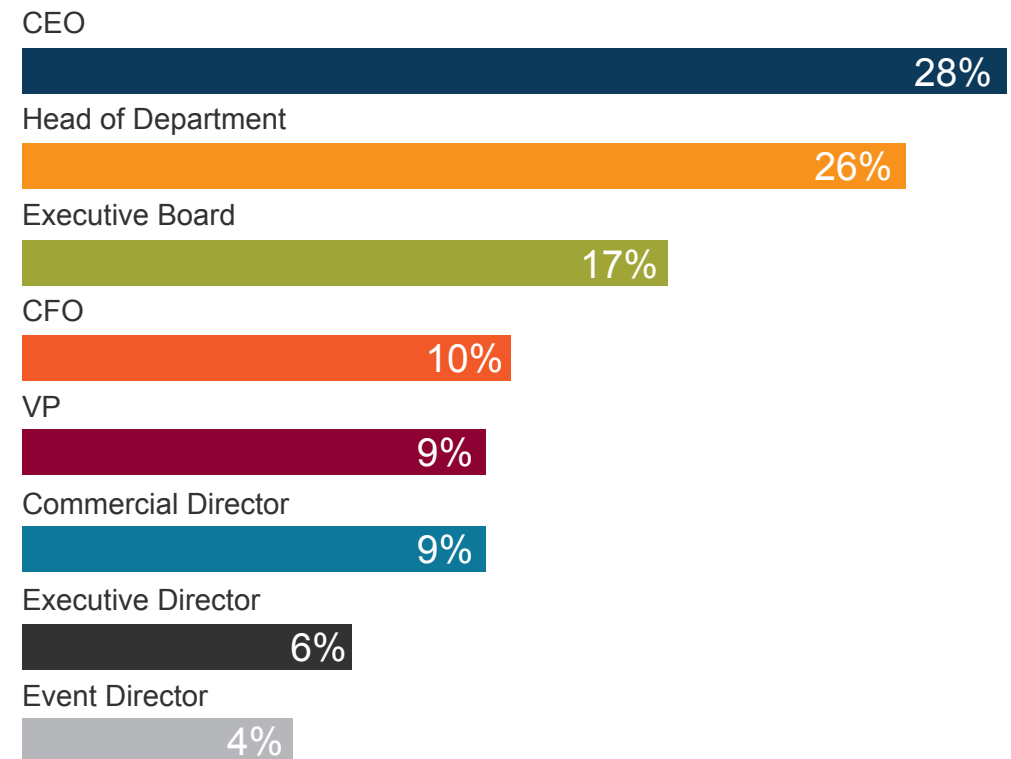
On the  
second  
level of  
management



In your total  
permanently  
employed  
workforce

## Most senior role held by a female leader in the region's companies.

The role of CEO is the most senior role held by a female leader in the companies that participated, with 28 per cent. Similar weighting is given to department heads, followed some way back by chief financial officer, commercial director and vice-president, in around a tenth of cases. Just four per cent of companies have women in roles no more senior than event director.



## Short-term venue enlargement or modernization

More than half the region's venues (54%) have a plan for venue enlargement or modernization in the short-term. Development is underway across the region, with the majority of venues currently in the planning stage.

NO  
46%

YES  
54%

## Venue renovation or enlargement in the last three years.

Despite the fact that the majority of venues have plans to upgrade their venue in the next three years, the majority of venues claim to have already undergone renovation or enlargement over the three years preceding this research.

NO  
39%

YES  
61%

The majority of venue improvements expanded exhibition space (41%), followed closely by arrangements or improved services (parking, rest rooms, food courts etc), while a quarter of all venues said they had made changes in terms of energy and technology.

Exhibition space expansion

41%

Energy and technology

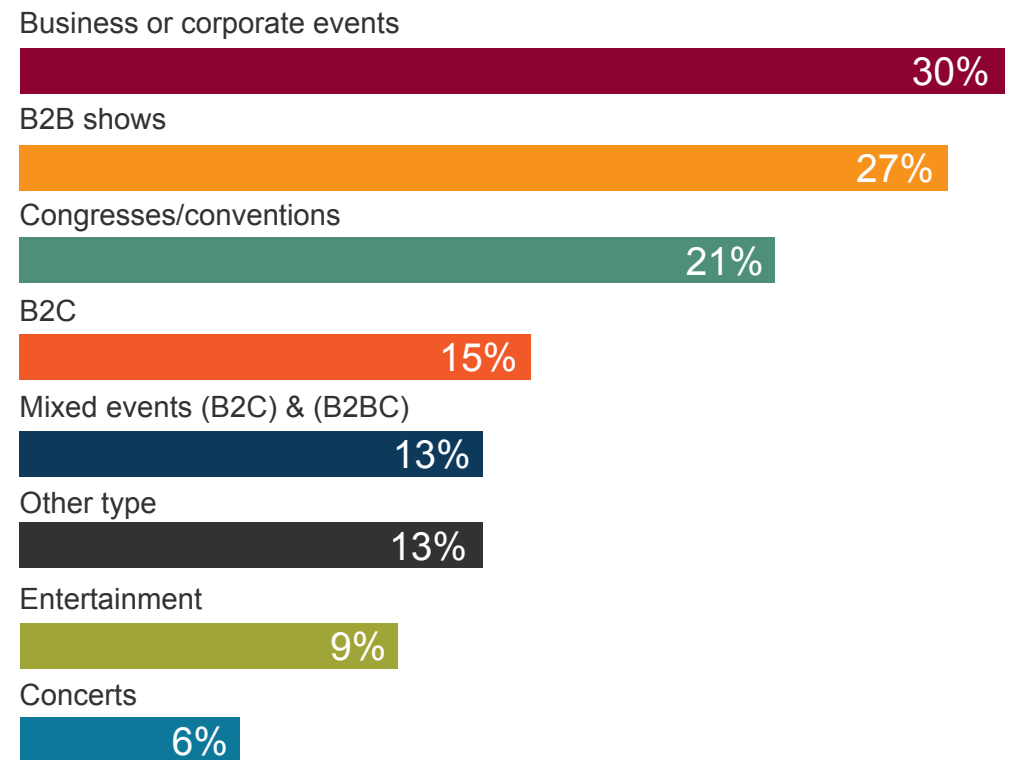
24%

Services (parking, restrooms, food courts)

35%

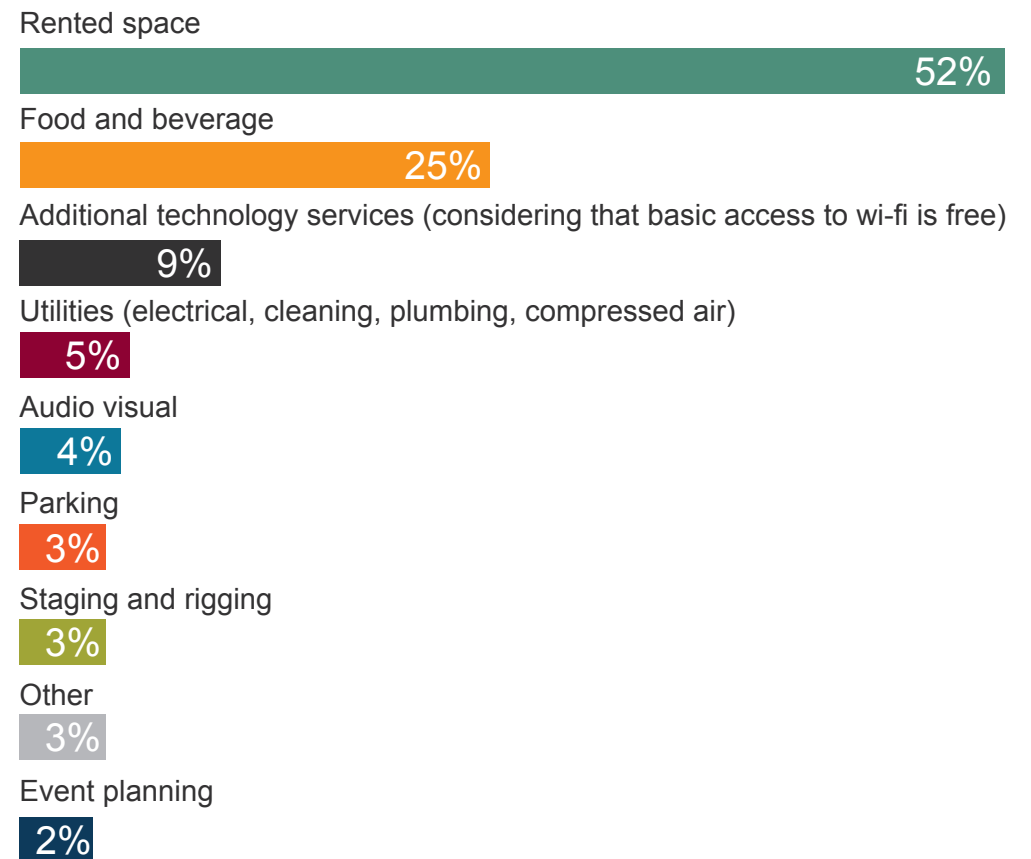
## Event composition.

Just under a third of the activities staged at venues in the region are business or corporate events, followed by B2B shows (27%). Roughly a fifth of the activities are congresses and conventions, while consumer events comprise 15 per cent. These are followed by media events, social and entertainment events, and then concerts at six per cent.



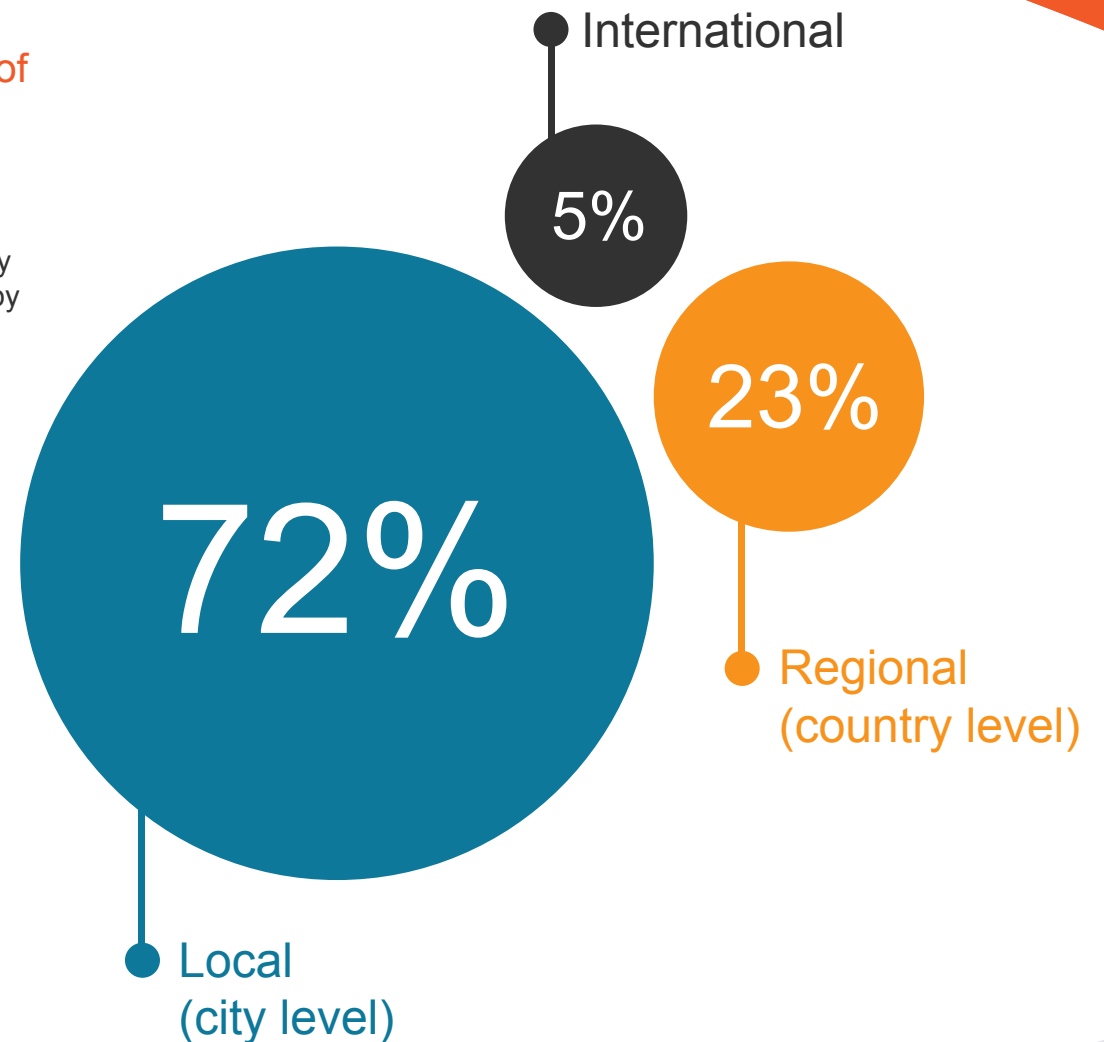
## Income received as a percentage of in-house services.

More than half the income received by the venues is derived from rented space, followed by food and beverage at 25 per cent. Additional technology services account for less than a tenth of venue income, while just five per cent are the result of the provision of utilities including electrical, cleaning, plumbing and compressed air.



## Event percentage in terms of the geographical origin of the exhibition or organiser.

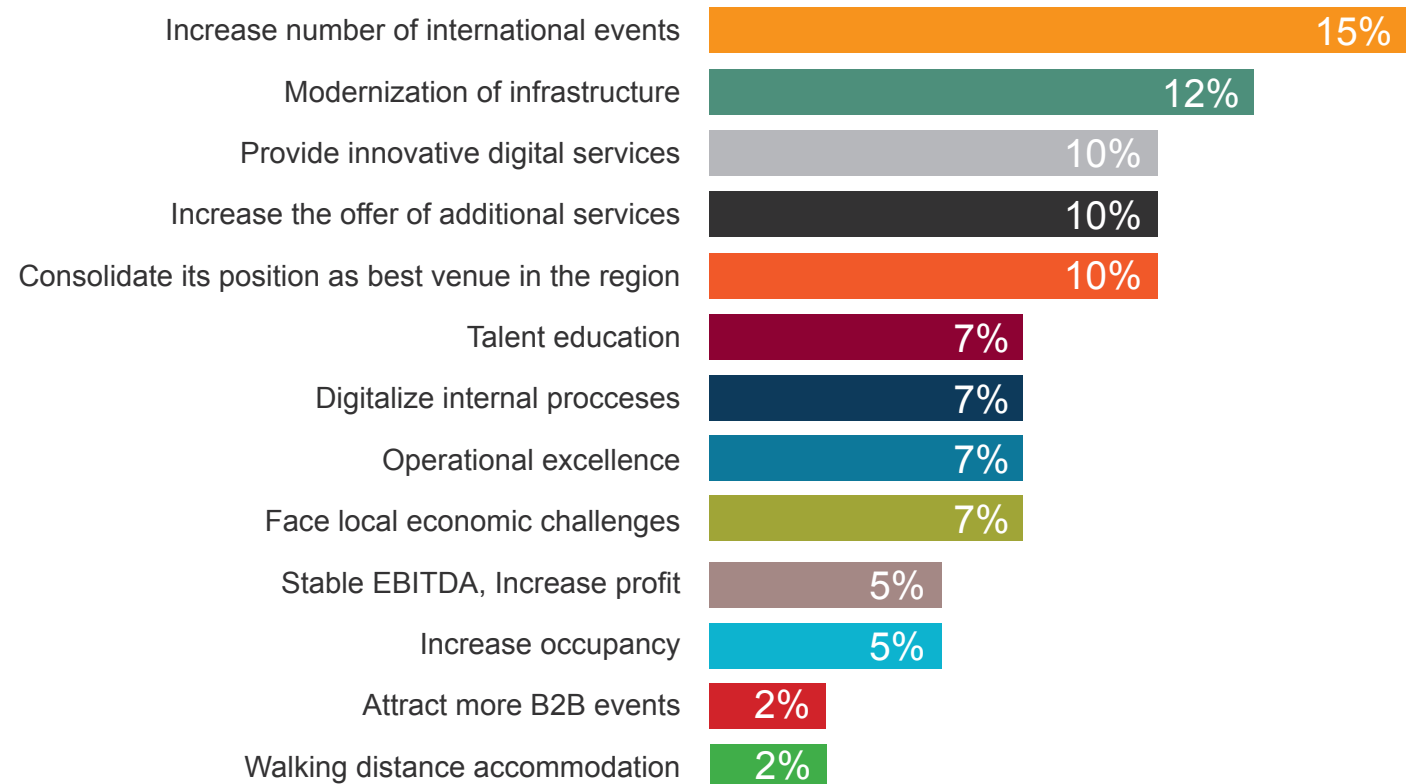
There are great opportunities for international organisers in the Latin American region; just six per cent of events there are produced by international exhibition or event organisers. The majority are organized by local (city-level) exhibition or event organisers, with a quarter organized by regional (domestic) organisers.



## Perceived challenges facing venues in the next two years.

The biggest challenge facing the region's venues is to increase the number of international events, followed by the modernization of infrastructure. Other major challenges include the need to provide innovative digital services; increase the offer of additional services, and to consolidate the position of the venue.

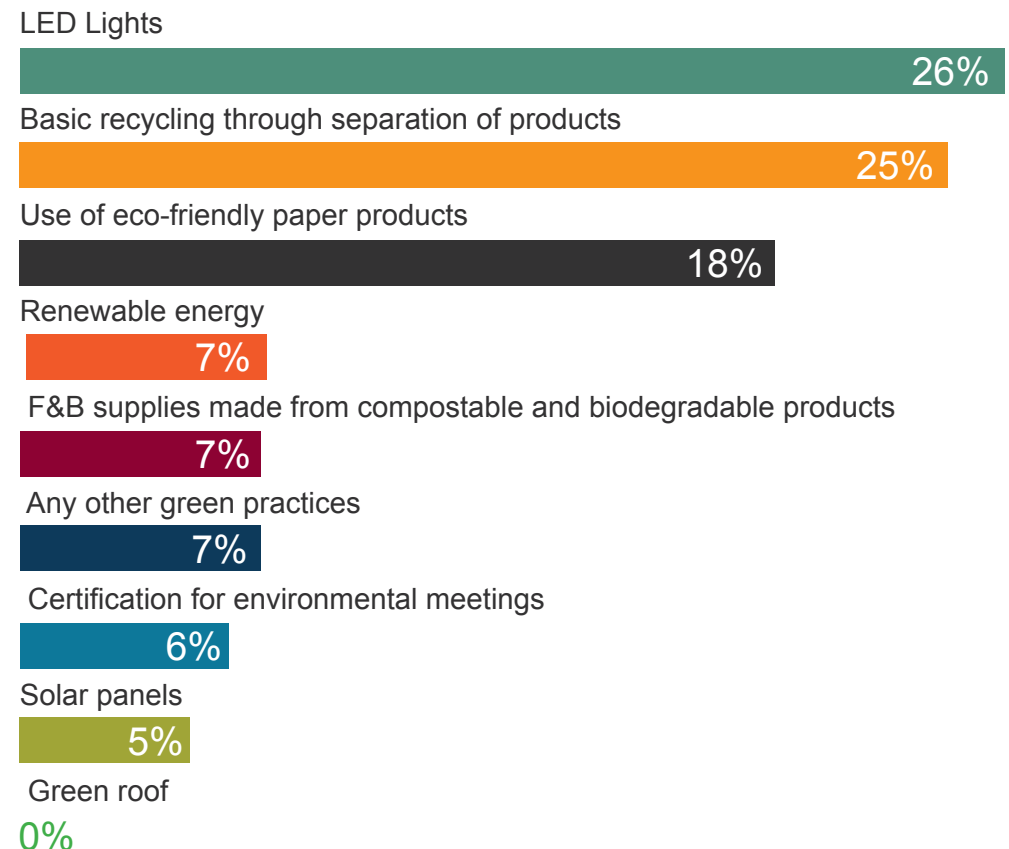
Improving the operational talent pool through education, digitalizing internal processes, and financial stability complete the list, followed by achieving greater occupancy rates. Perhaps this is some indication that venues in the region are seeking alternative revenue streams, in addition to simply hosting more shows.





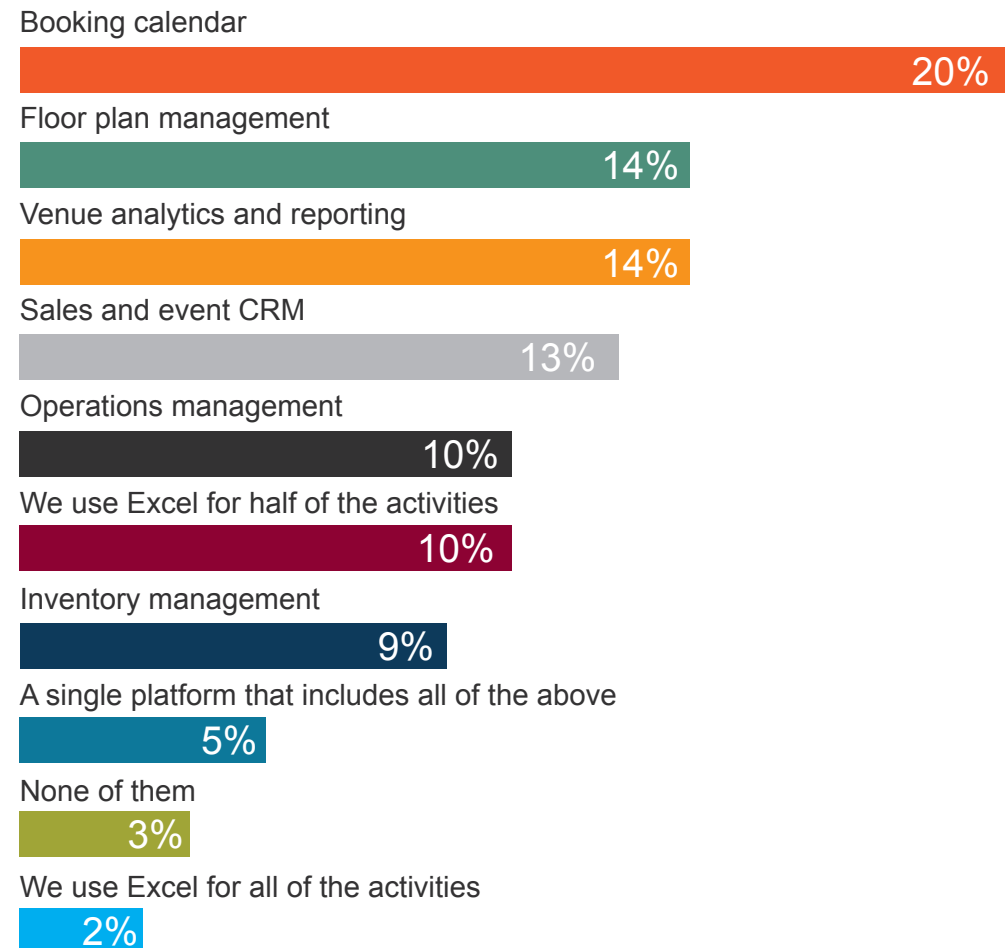
## Please indicate the environmental actions in which your venue is currently engaged.

Almost a quarter of the region's venues use LED lights. The same number practice basic recycling by separating their products. Fewer than a fifth use eco-friendly paper products, just seven per cent are powered by renewable energy, with F&B supplies made from partially compostable and biodegradable product, or involving any other green practices. Five per cent have solar panels, a figure we would expect to see increase as photovoltaic technology becomes more affordable in the region.



## Are venues using the following IT platforms for venue management?

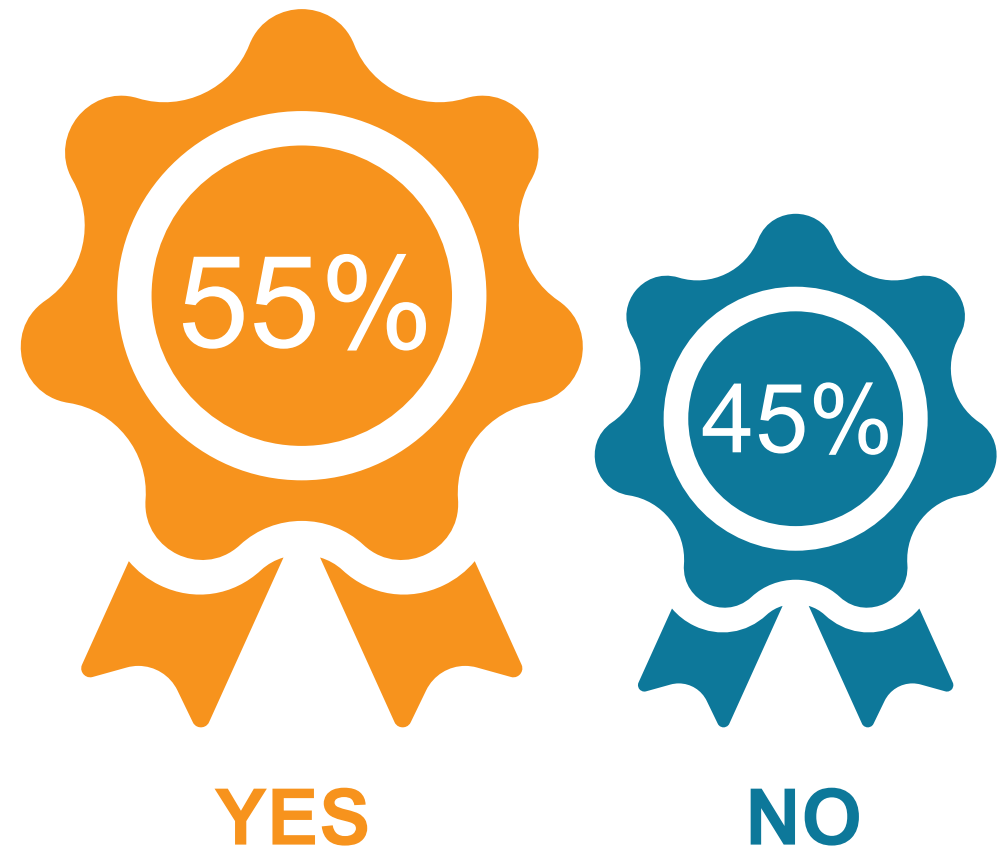
A fifth of venues use a booking calendar, while floor plan management, venue analytics, sales and event CRM programmes are used by just over a tenth of the venues we interviewed. Roughly the same number use inventory or operation management software, and Excel for half their activities. A minority use a single platform that includes all of the above, with just a handful using none of them, or using Excel for all activities.



## Venue certification

More than half the region's venues have some form of recognised certification. These qualifications include:

- ✓ International Customs certification
- ✓ HACCP
- ✓ AIPC Gold Quality Standard
- ✓ Certification in fire prevention and human security
- ✓ National Tourism Registration
- ✓ EDGE
- ✓ Leed Gold
- ✓ Century International Gold Quality Era Award
- ✓ DISTINTIVO H
- ✓ ISO 9001
- ✓ Accesibility Gold Standard
- ✓ Cristal International Standards
- ✓ ESR (Corporate Social Responsibility)
- ✓ Earth Check Certification



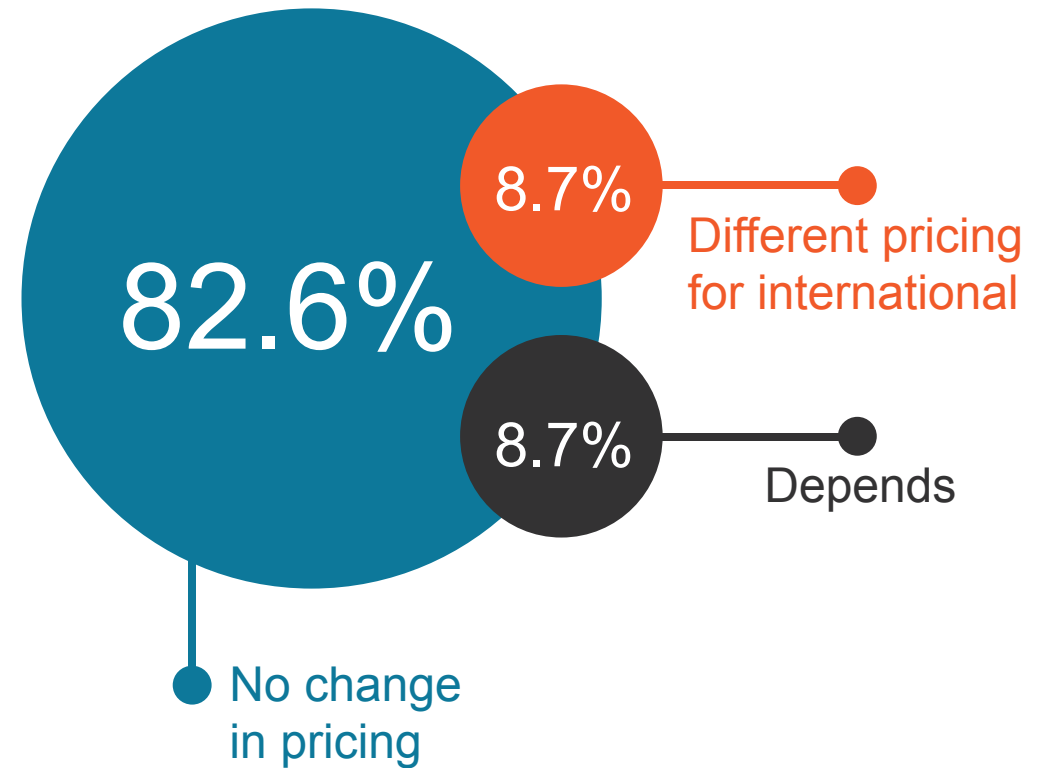
## Venue pricing

Average square meter cost for venues renting space to an exhibition or event organiser.



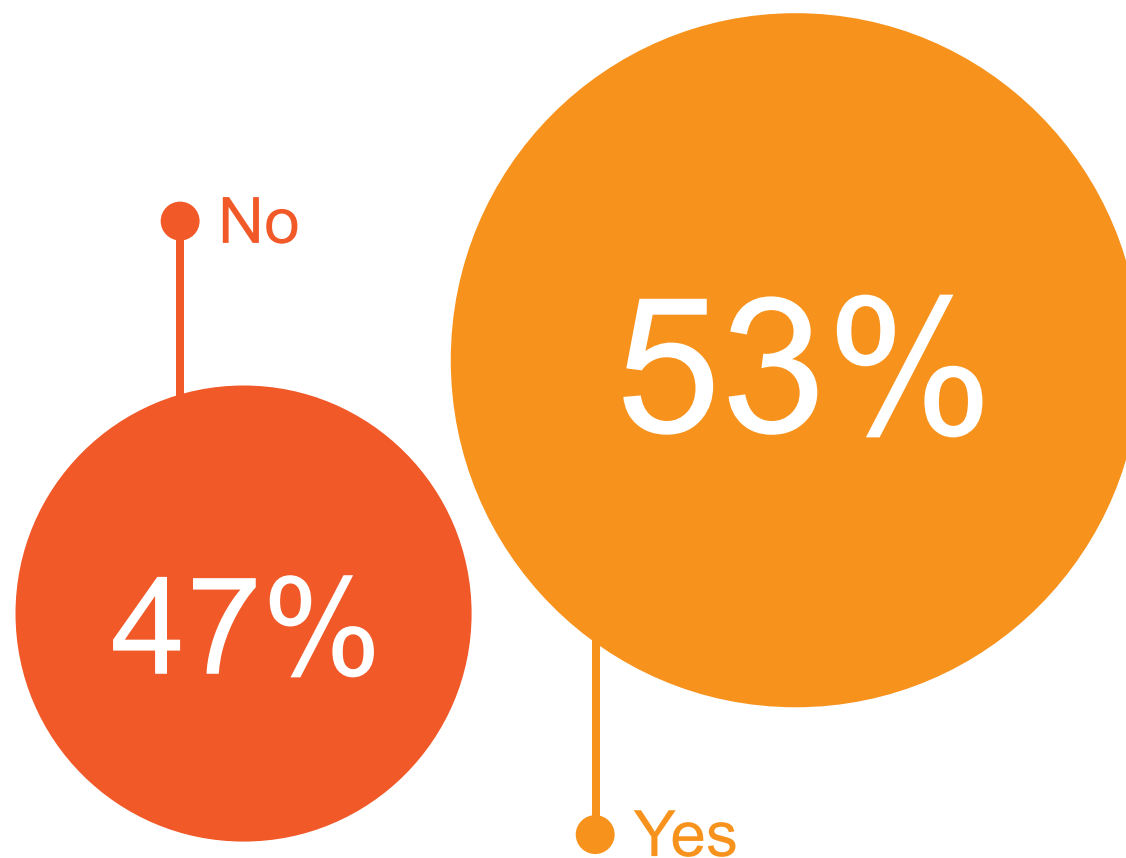
Country	Average price (sqm) in USD
Panamá	9
Costa Rica	7
Brasil	5
Paraguay	4
Mexico	4
Ecuador	3
Bolivia	2
Chile	2
Colombia	2
El Salvador	1

It is worth noting that less than a fifth of the venues charge a different square meter price to international exhibitors.



## Percentage of venues that organize and produce events.

More than half of the region's venues not only  
rent space, but organize and produce own  
events.



# Country & Regional exhibition industry statistics (venue segment)

Venue capacity is an important factor for the exhibition industry and the resulting economic development it generates. With the 'World Map of Exhibition Venues' report UFI regularly produces a global census of all exhibition venues with a minimum of 5,000 sqm gross indoor exhibition space. Nevertheless, in the case of Latin America, because of the typology of shows and industry development, it is more relevant to include venues of less than 5,000 sqm. This study will therefore extend its scope further to venues, which are classified according to their market segmentation: large (more than 100,000 sqm); medium (20,000 – 100,000 sqm); small (5,000 – 20,000 sqm) and boutique (less than 5,000 sqm).

Exhibition space is defined as the amount of gross exhibition space in the venue regularly marketed and rented/licensed/used for exhibitions, trade fairs or consumer/public shows. The study only analyzes indoor exhibition space and it includes information from 17 countries: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Dominican Republic and Uruguay.

For the purpose of this analysis, a venue is defined as any public assembly premises that holds various types of exhibitions, trade fairs or consumer/public shows on a regular basis. The study focuses on purpose-built exhibition and/or convention centres. However, other premises used to hold exhibitions in Latin America are classified as follows: event centre, hotel, shopping venue, school/university, arena, cultural centre and airport.

Therefore, the following information does not include all venues in Latin America. It is a comprehensive list of purpose-built exhibition or convention centres.

### General overview

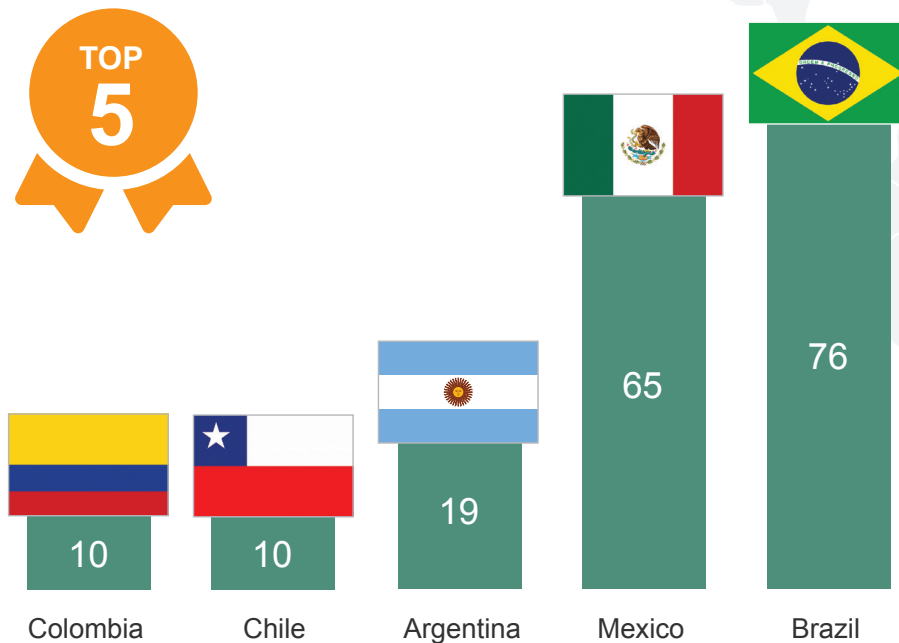
The total indoor exhibition space of exhibition purpose-built venues in Latin America at the end of September 2019 is 2,521,685 sqm in 219 venues identified. These venues refer only to purpose-built exhibition venues.

### Venues and indoor exhibition space

Brazil and Mexico are the regional leaders, holding 67% of Latin America's total venue capacity with 141 venues. Argentina and Colombia have 12 % of the region's capacity and 29 venues. The rest of the countries represent 21% of the region's capacity with 49 venues.



## Top five countries – number of venues



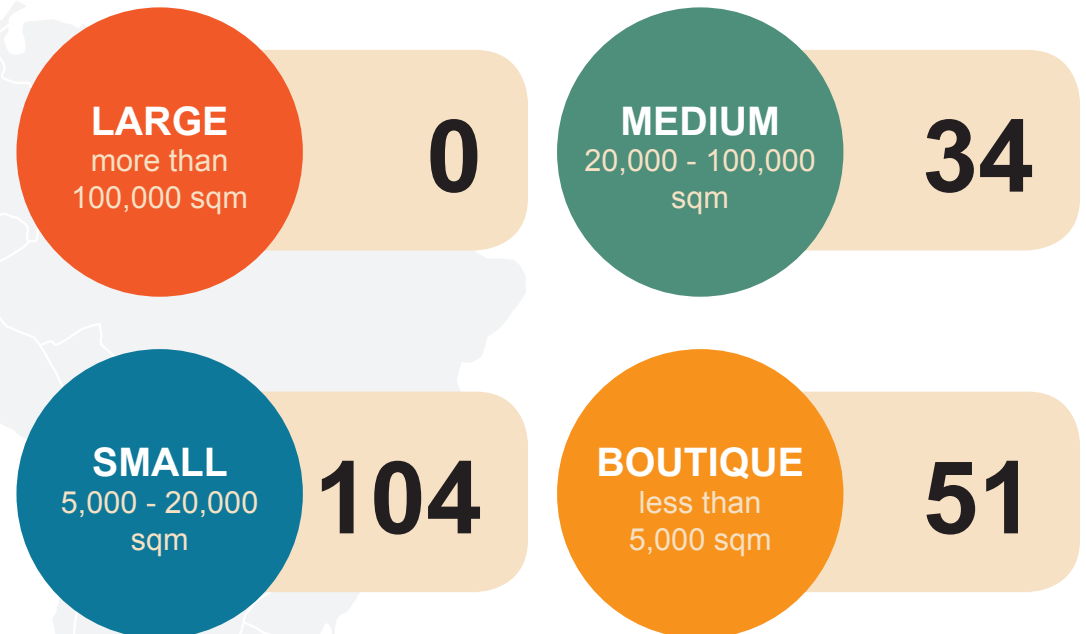
## Top five countries – indoor exhibition space (sqm)



In terms of number of venues and gross indoor exhibition space capacity, Brazil is the regional leader with 76 venues and 1,017,779 sqm. Brazil holds 40% of all venue capacity in Latin America and has more than 34% of all the venues in the region. Following Brazil, Mexico offers 27% of the indoor capacity of the region and has 30% of the venues on its territory.

## Venue market segmentation in the region

Venue Market Segmentation	Number of venues	%
Large (more than 100,000 sqm)	0	0%
Medium (20,000 - 100,000 sqm)	34	18%
Small (5,000 – 20,000 sqm)	104	55%
Boutique (less than 5,000 sqm)	51	27%



## Top 10 venues in Latin America in terms of gross indoor exhibition space

Collectively, these facilities account for 669,659 sqm or nearly 27% of the total space available in the region. More than half of the venues listed are located in Brazil, two are in Mexico and one in Colombia and one in Panama. The largest venue in Latin America is São Paulo Expo (Brazil) with 100,000 sqm, followed by Riocentro (Brazil) with 87,000 sqm and Expo Guadalajara (Mexico) with 82,000 sqm.



Country	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
Brazil	São Paulo	São Paulo Expo	100,000
Brazil	Rio de Janeiro	Riocentro	87,000
Mexico	Guadalajara	Expo Guadalajara	82,000
Brazil	São Paulo	Centro de Exposiciones de Anhembi	76,319
Brazil	São Paulo	Expo Center Norte	75,758
Colombia	Bogotá	Corferias	55,000
Brazil	Bento Gonçalves	Parque de Eventos de Bento Gonçalves	50,282
Mexico	Ciudad de México	Centro Citibanamex	50,000
Panamá	David	Patronato de la Feria Internacional de San José de David	48,000
Brazil	Esteio	Parque de Exposições Assis Brazil	45,300

## Countries General information (A-Z)

Country	Number of venues	Total gross indoor exhibition space (sqm)
Argentina	19	158,301
Bolivia	6	89,224
Brazil	76	1,017,779
Chile	10	85,743
Colombia	10	149,126
Costa Rica	3	27,682
Cuba	3	33,000
Dominican Republic	1	4,500
Ecuador	5	41,550
El Salvador	1	28,631
Guatemala	2	28,496
Honduras	2	6,873
Mexico	65	679,697
Panamá	5	90,764
Paraguay	4	20,934
Peru	4	43,000
Uruguay	3	16,385
<b>Total</b>	<b>219</b>	<b>2,521,685</b>

# Country profiles (venue segment)



## 1. Total venue space available

Number of purpose-built exhibition venues:

**19**

Total indoor exhibition space (sqm):

**158,301**

## 2. Top 10 venues in terms of indoor exhibition space

The table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 19 venues in Argentina. La Rural is the country's largest venue with 45,000 sqm, followed by Centro Costa Salguero with 20,533 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Buenos Aires	La Rural, Predio Ferial de Buenos Aires	45,000
2	Buenos Aires	Centro Costa Salguero	20,533
3	Buenos Aires	Centro de Convenciones Buenos Aires	18,000
4	Catamarca	Predio Ferial Catamarca	17,545
5	Cordoba	Forja Centro de Eventos	10,229
6	Cordoba	Complejo Ferial Córdoba	8,800
7	Tucumán	Sociedad Rural de Tucumán	6,000
8	Buenos Aires	Centro Miguelete	5,500
9	Santa Fe	Predio Ferial de Exposiciones de Esperanza	5,000
10	Salta	Centro de Convenciones Salta	4,600

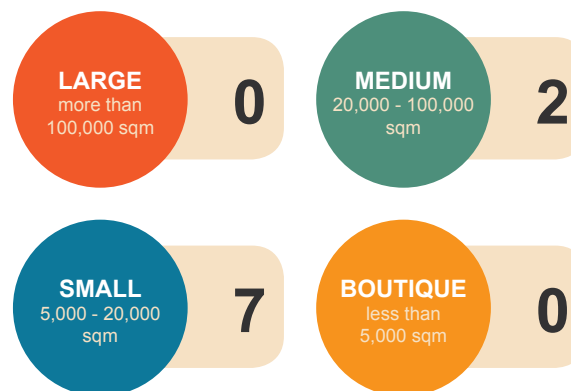


### 3. Number of venues by city



City	Number of venues
Buenos Aires	4
Cordoba	2
Bahia Blanca	1
Catamarca	1
Comodoro Rivadavia	1
Concordia	1
Formosa	1
Junin	1
Mendoza	1
Misiones	1
Rosario	1
Salta	1

### 4. Venue market segmentation



### 5. Future projects

Complejo Ferial Cordoba is currently building 4,000 sqm more space in order to reach 7,800 sqm.

### 6. Total venues

In total, 400 venues were used to hold exhibitions and trade shows, taking into account both purpose-built exhibition venues (18) and other premises. According to our classification, 40% of the venues are event centres, followed by 13.75% cultural centres and 13.25% purpose-built exhibition and/or convention centre space.

Type of venue	Number of venues
Event centre	161
Cultural centre	55
Exhibition and/or convention centre space	53
Hotel	48
School/university	46
Park/square	31
Shopping venue	3
Arena	3







## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**6**

Total indoor  
exhibition space  
(sqm):

**89,224**

## 2. Top 10 venues in terms of indoor exhibition space

The table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 6 venues in Bolivia. Fexpocruz is the country's largest venue with 21,300 sqm, followed by Campo Ferial Lajastambo with 20,000 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Santa Cruz de la Sierra	Fexpocruz	21,300
2	Sucre	Campo Ferial Lajastambo	20,000
3	Tajira	Campo Ferial de San Jacinto	15,000
4	La Paz	Campo Ferial Chuquiago Marka	11,845
5	Cochabamba	Recinto Ferial de Alalay	11,079
6	Oruro	Campo Ferial 3 de Julio	10,000

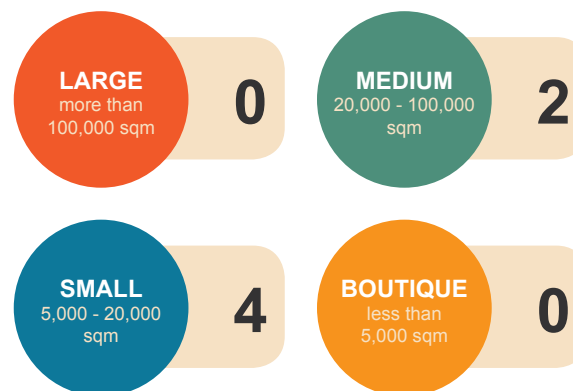


### 3. Number of venues by city



City	Number of venues
Cochabamba	1
La Paz	1
Oruro	1
Santa Cruz de la Sierra	1
Sucre	1
Tajira	1

### 4. Venue market segmentation



### 5. Future projects

In Bolivia, Fexpocruz is planning on strengthening the convention and exhibition space they already have. Currently, this project is at its earliest stage. In the city of Cochabamba, FEICOBOL is working in a plan that will be presented to the local government in order to build new halls/pavilions and a convention centre.

### 6. Total venues

In total, 8 venues were identified, taking into account both purpose-built exhibition venues (6) and other premises. According to our classification, 87.5% of the venues are purpose-built exhibition and/or convention centre space and 12.5% are event centres.

Type of venue	Number of venues
Exhibition and/or convention centre space	7
Event centre	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**76**

Total indoor  
exhibition space  
(sqm):

**1,017,779**

## 2. Top 10 venues in terms of indoor exhibition space

The table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 76 venues in Brazil. São Paulo Expo is the country's largest venue with 100,000 sqm, followed by Riocentro with 87,000 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	São Paulo	São Paulo Expo	100,000
2	Rio de Janeiro	Riocentro	87,000
3	São Paulo	Centro de Exposiciones de Anhembi	76,319
4	São Paulo	Expo Center Norte	75,758
5	Bento Gonçalves	Parque de Eventos de Bento Gonçalves	50,282
6	Esteio	Parque de Exposições Assis Brazil	45,300
7	Arapongas	Expoara Centro de Eventos	45,000
8	São Paulo	Transamerica Expo Centre	40,000
9	Caxias Do Sul	Parque de Exposições da Festa da Uva	29,200
10	Novo Hamburgo	Parque de exposições da Fenac	28,800



### 3. Number of venues by city

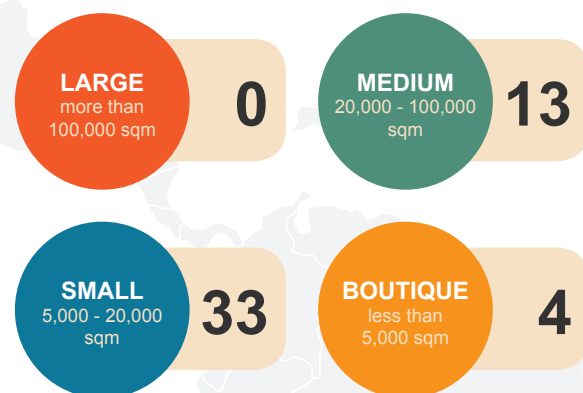
City	Number of venues
São Paulo	9
Brazilia	4
Curitiba	4
Belo Horizonte	2
Criciúma	2
Rio de Janeiro	2
São Paulo	2
Vitoria	2
Aracaju	1
Aracatuba	1
Arapongas	1
Bela Vista	1
Bento Gonçalves	1
Blumenau	1
Campinas	1
Campo Grande	1
Cascavel	1
Castro	1
Caxias Do Sul	1

City	Number of venues
Chapeco	1
Crato	1
Curvelo	1
Dourados	1
Espirito Santo	1
Esteio	1
Florianopolis	1
Fortaleza	1
Goiânia	1
Gramado	1
Holambra	1
Ijuí	1
Joao Pessoa	1
Joinville	1
Juiz de Fora	1
Jundiaí	1
Londrina	1
Luís Eduardo Magalhães	1
Macaé	1

City	Number of venues
Maceio	1
Maringá	1
Monte Claros	1
Nao me Toque	1
Natal	1
Novo Hamburgo	1
Olinda	1
Patos de Minas	1
Piauí	1
Porto Alegre	1
Primavera do Leste	1
Rondonópolis	1
Salvador	1
Santa Rosa	1
Santos	1
Sertãozinho	1
Uberaba	1
Uberlandia	1
Umuarama	1



## 4. Venue market segmentation



## 5. Total venues

In total, 153 venues were identified, taking into account both, purpose-built exhibition venues (95) and other premises. According to our classification, 63% of the venues are exhibition and/or convention centres and 14% are event centres. 10% are hotels and 6% are shopping centres.

Type of venue	Number of venues
Exhibition and/or convention centre space	95
Event centre	22
Hotel	16
Shopping centres	9
School/university	4
Arena	3
Cultural centre	2
Airport	1

**TOTAL VENUES → 153**



### 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

10

Total indoor  
exhibition space  
(sqm):

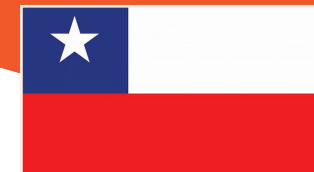
85,743

### 2. Top 10 venues in terms of indoor exhibition space

The table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 10 venues in Chile. Espacio Riesco is the country's largest venue with 27,000 sqm, followed by Recinto de Exposiciones SAGO with 22,000 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Santiago	Espacio Riesco	27,000
2	Osorno	Recinto de exposiciones SAGO	22,000
3	Antofagasta	Recinto Ferial Antofagasta	11.200
4	Santiago	Centro Cultural Estación Mapocho	5.259
5	Santiago	Centro Parque	5.200
6	Santiago	CasaPiedra	4.800
7	Hualpén	Centro de Eventos SurActivo	4.300
8	Santiago	Santiago Business & Conference Centre	3.700
9	Malloco	Centro de Eventos Munich	1.534
10	Talca	Recinto Ferial FEXPO	750

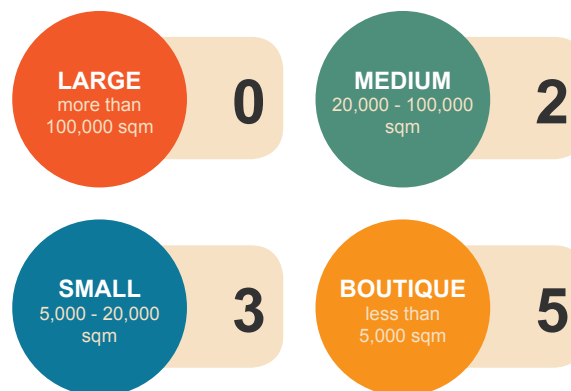


### 3. Number of venues by city



City	Number of venues
Santiago	5
Antofagasta	1
Hualpén	1
Malloco	1
Osorno	1
Talca	1

### 4. Venue market segmentation



### 5. Future projects

Centro Parque is planning the development of a retractable roof for 3,000 outdoor sqm and the implementation of F&B dispatch area. Currently, the plan is at its first stage.

### 6. Total venues

In total, 36 venues were identified, taking into account both, purpose-built exhibition venues (10) and other premises. According to our classification, 25% of the venues are purpose-built exhibition and/or convention centre space and 16,6% are event centres.

Type of venue	Number of venues
Exhibition and/or convention centre space	9
Event centre	6
Park/Square	5
Shopping venue	4
Hotel	4
Cultural Centre	4
Airport	2
University/School	2







## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**10**

Total indoor  
exhibition space  
(sqm):

**149,126**

## 2. Top 10 venues in terms of indoor exhibition space

The table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 10 venues in Colombia. Corferias is the country's largest venue with 55,000 sqm, followed by Centro de Eventos Valle del Pacífico with 33,618 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Bogotá	Corferias	55,000
2	Cali	Centro de Eventos Valle del Pacífico	33,618
3	Medellín	Plaza Mayor Medellín	26,950
4	Barranquilla	Puerta de Oro, Centro de Eventos y Exposiciones del Caribe	8,452
5	Pereira	Expofuturo	7,830
6	Cartagena	Centro de Convenciones Las Americas	6,720
7	Bucaramanga	Cenfer	6,356
8	Cartagena	Centro de Convenciones Cartagena de Indias	2,500
9	Bogota	Agora Bogota	1,700
10	Ibague	Centro de Convenciones Alfonso Pumarejo	

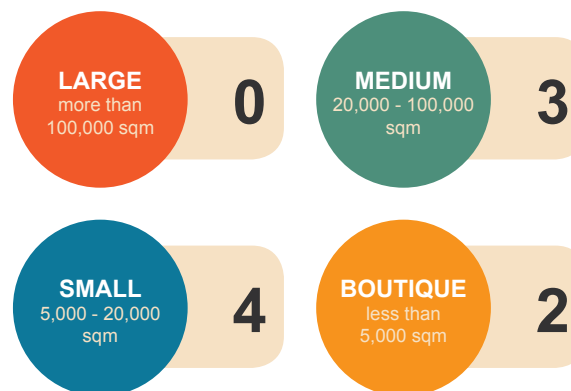


### 3. Number of venues by city



City	Number of venues
Bogotá	2
Cartagena	2
Barranquilla	1
Bucaramanga	1
Cali	1
Medellín	1
Pereira	1

### 4. Venue market segmentation



### 5. Future projects

Plaza Mayor in Medellín is expanding their yellow pavilion in order to add 2,000 sqm to the venue. Currently, the construction is in process.

### 6. Total venues

In total, 39 venues were identified, taking into account both, purpose-built exhibition venues (10) and other premises. According to our classification, 35.9% of the venues are purpose-built exhibition and/or convention centre space and 28% are event centres, followed by hotels, that represent the 15% of the total venues in which exhibitions take place.

Type of venue	Number of venues
Exhibition and/or convention centre space	14
Event centre	11
Hotel	6
Park/Square	3
Shopping venue	2
Airport	1
Cultural centre	1
School/university	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**3**

Total indoor  
exhibition space  
(sqm):

**27,682**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 3 venues in Costa Rica. Centro de Eventos Pedregal is the country's largest venue with 11,022 sqm, followed by Parque Viva with 9,000 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	San José	Centro de Eventos Pedregal	11.022
2	San José	Parque Viva	9,000
3	San José	Costa Rica Centro de Convenciones	7.660

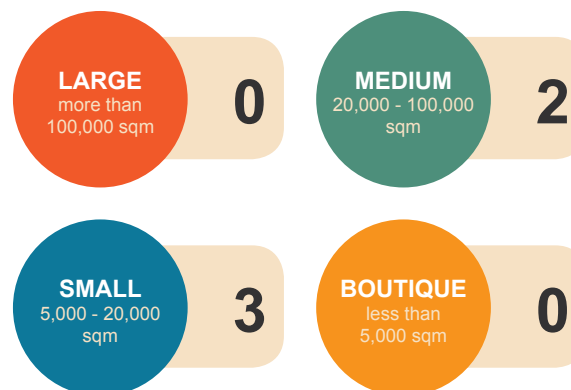


### 3. Number of venues by city



City	Number of venues
San José	3

### 4. Venue market segmentation



### 5. Total venues

In total, 11 venues were identified, taking into account both, purpose-built exhibition venues (3) and other premises including exhibition space. According to our classification, 45% of the venues are hotels and 27% are purpose-built exhibition and/or convention centre space.

Type of venue	Number of venues
Hotel	5
Exhibition and/or convention centre space	3
Event centre	2
Arena	1





### 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**3**

Total indoor  
exhibition space  
(sqm):

**33,000**

### 2. Top 10 venues in terms of indoor exhibition space



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	La Habana	Expocuba	25,000
2	La Habana	Pabexpo	6,000
3	Varadero	Centro de Convenciones Plaza América	2,000

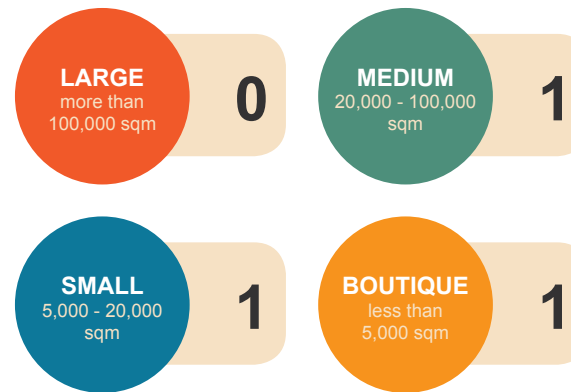


### 3. Number of venues by city



City	Number of venues
La Habana	2
Varadero	1

### 4. Venue market segmentation



### 5. Future projects

Pabexpo is currently changing all the lighting as well as climatization in order to improve quality standards.

### 6. Total venues

In total, 8 venues were identified, taking into account both, purpose-built exhibition venues (2) and other premises. According to our classification, 50% are purpose-built exhibition and/or convention centre space, followed by cultural centres with 37.5%.

Type of venue	Number of venues
Exhibition and/or convention centre space	4
Cultural centre	3
Event centre	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**1**

Total indoor  
exhibition space  
(sqm):

**4,500**

## 2. Top 10 venues in terms of indoor exhibition space



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Santo Domingo	Centro de Convenciones MIREX	4,500

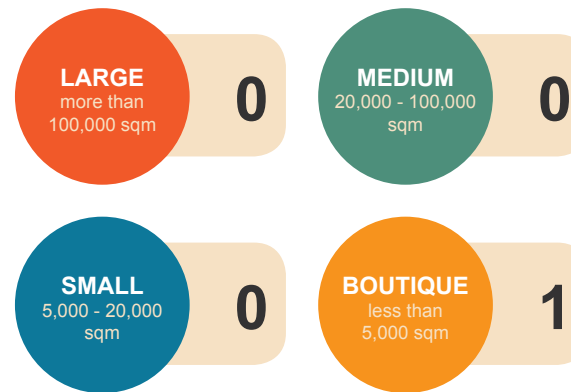


### 3. Number of venues by city



City	Number of venues
Santo Domingo	1

### 4. Venue market segmentation



### 5. Total venues

In total, 2 venues were identified, taking into account both, purpose-built exhibition venues (1) and other premises. According to our classification, 50% are purpose-built exhibition and/or convention centre space, followed by another 50% of hotels.

Type of venue	Number of venues
Exhibition and/or convention centre space	1
Hotel	1







## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**5**

Total indoor  
exhibition space  
(sqm):

**41,550**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 5 venues in Ecuador. Centro de Convenciones Guayaquil is the country's largest venue with 15,000 sqm, followed by Centro de Convenciones Metropolitano de Quito with 12,500 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Guayaquil	Centro de Convenciones de Guayaquil	15,000
2	Quito	Centro de Convenciones Metropolitano de Quito	12,500
3	Quito	Centro de Exposiciones Quito	6,000
4	Cuenca	Centro de convenciones Mall del rio	4,000
5	Quito	Centro de Convenciones Quorum	3,750

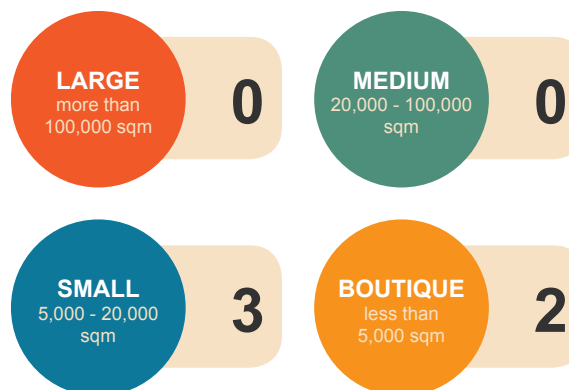


### 3. Number of venues by city



City	Number of venues
Quito	3
Cuenca	1
Guayaquil	1

### 4. Venue market segmentation



### 5. Future projects

UFI is aware of other/additional venue development projects in planning/under discussion, and we will include them in later editions of this research when they move to the implementation stage. This includes the Centro de Convenciones de Quito and the Centro de Convenciones de Guayaquil.

### 6. Total venues

In total, 15 venues were identified, taking into account both, purpose-built exhibition venues (5) and other premises including exhibition space. According to our classification, 66% are purpose-built exhibition and/or convention centre space, followed by hotels with 26%.

Type of venue	Number of venues
Exhibition and/or convention centre space	10
Hotel	4
Cultural centre	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**1**

Total indoor  
exhibition space  
(sqm):

**28,631**

## 2. Top 10 venues in terms of indoor exhibition space



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	San Salvador	CIFCO	28,631

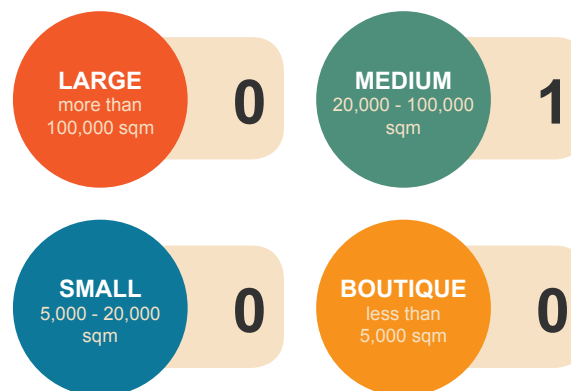


### 3. Number of venues by city



City	Number of venues
San Salvador	1

### 4. Venue market segmentation



### 5. Total venues

In total, 2 venues were identified, taking into account both, purpose-built exhibition venues (1) and other premises. According to our classification, 50% are purpose-built exhibition and/or convention centre space and the other 50% is a cultural centre.

Type of venue	Number of venues
Exhibition and/or convention centre space	1
Cultural centre	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**2**

Total indoor  
exhibition space  
(sqm):

**28,496**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 2 venues in Guatemala. Coperex is the country's largest venue with 24,646 sqm, followed by Centro de Convenciones y Exposiciones Grand Tikal Futura with 3,850 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Ciudad de Guatemala	Parque de la Industria - Coperex	24,646
2	Ciudad de Guatemala	Centro de Convenciones y Exposiciones Grand Tikal Futura	3,850

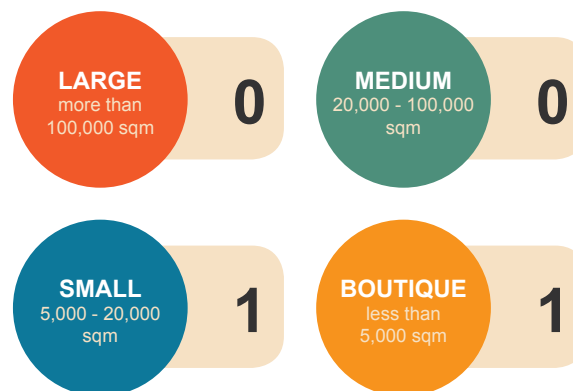


### 3. Number of venues by city



City	Number of venues
Ciudad de Guatemala	2

### 4. Venue market segmentation



### 5. Future projects

The Ministry of Economy in representation of the National Government presented a project (2016-2017) to develop a Convention District which would include among others, a 31,000 sqm Convention Centre, a 10,000 sqm arena, a hotel, a shopping centre, a museum, among other facilities. The project is still pending for final approval.

### 6. Total venues

In total, 6 venues were identified, taking into account both, purpose-built exhibition venues (2) and other premises. According to our classification, a third (33%) are purpose-built exhibition and/or convention centre space. Another third (33%) belongs to hotels, followed by 1 event centre and 1 cultural centre.

Type of venue	Number of venues
Exhibition and/or convention centre space	2
Hotel	2
Event centre	1
Cultural centre	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**2**

Total indoor  
exhibition space  
(sqm):

**6,873**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 2 venues in Guatemala. Coperex is the country's largest venue with 24,646 sqm, followed by Centro de Convenciones y Exposiciones Grand Tikal Futura with 3,850 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	San Pedro Sula	Expocentro	4,000
2	San Pedro Sula	COPANTL	2,873

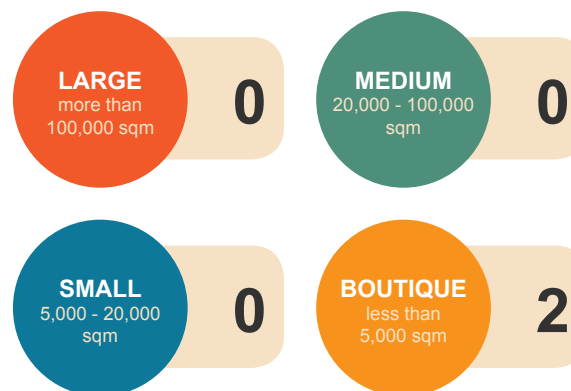


### 3. Number of venues by city



City	Number of venues
San Pedro Sula	2

### 4. Venue market segmentation



### 5. Total venues

In total, 3 venues were identified, taking into account both, purpose-built exhibition venues (2) and other premises. According to our classification, 66% of the venues are purpose-built exhibition and/or convention centre space. One third (33%) belongs to hotels.

Type of venue	Number of venues
Exhibition and/or convention centre space	2
Hotel	1

**TOTAL VENUES →**

3





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**65**

Total indoor  
exhibition space  
(sqm):

**679,697**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 65 venues in Mexico. Expo Guadalajara is the country's largest venue with 82,000 sqm, followed by Centro Citibanamex with 50,000 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Guadalajara	Expo Guadalajara	82,000
2	Ciudad de México	Centro Citibanamex	50,000
3	Puebla	Centro Expositor Puebla	40,000
4	Ciudad de México	Expo Santa Fe Mexico	32,400
5	Monterrey	Cintermex	30,000
6	Ciudad de México	World Trade Centre Ciudad de México	24,750
7	Acapulco	Expo Mundo Imperial	22,500
8	León	Polifórum León	22,230
9	Acapulco	Centro Internacional Acapulco	17,854
10	Ciudad de México	Palacio de los Deportes	14,000



### 3. Number of venues by city

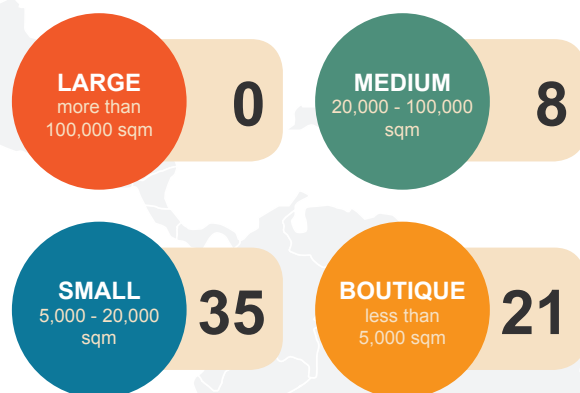
City	Number of venues
Ciudad de México	8
Aguascalientes	4
Puebla	3
Acapulco	2
Cancun	2
Ciudad Juárez	2
Guadalajara	2
Mérida	2
Monterrey	2
San Luis Potosí	2
Torreon	2
Campeche	1
Chetumal	1
Chihuahua	1
Ciudad del Carmen	1
Coatzacoalcos	1
Colima	1
Cozumel	1
Cuernavaca	1

City	Number of venues
Durango	1
Guanajuato	1
Hermosillo	1
Irapuato	1
Ixtapa	1
La Paz	1
León	1
Los Cabos	1
Matamoros	1
Mazatlán	1
Morelia	1
Oaxaca	1
Pachuca	1
Puerto Peñasco	1
Puerto Vallarta	1
Querétaro	1
Saltillo	1
San Miguel de Allende	1
Tampico	1

City	Number of venues
Tijuana	1
Tlaxcala	1
Toluca	1
Tuxtla	1
Veracruz	1
Villahermosa	1
Zacatecas	1



## 4. Venue market segmentation



## 5. Future projects

Centro de Convenciones y Exposiciones Yucatán Siglo XXI is building 11,000 sqm more space for exhibitions. Expo Guadalajara is working on the final approval of 15,000 sqm for conventions and 30,000 sqm for exhibitions. PALCCO is on the earliest stage of covering AGA forum and WTC in Ciudad de Mexico will remodel some common areas and is working on the technological equipment of the halls.

Cintermex in Monterrey recently expanded its space for exhibitions. In Mayan Riviere, Barceló Group will inaugurate Barceló Maya Riviera, a new hotel that will have a Convention Centre with a capacity for 8,000 people. This year in the city of Saltillo, will start the work on the Centro de Convenciones de Saltillo. In Reynosa, they are working since last year in the first stage of the Centre of Conventions Reynosa. In Sinaloa, Culiacán and in Chihuahua and City of Juarez, there are also plans to build Convention Centres.

## 6. Total venues

In total, 112 venues were identified, taking into account both, purpose-built exhibition venues (65) and other premises. According to our classification, 62.5% of the venues are purpose-built exhibition and/or convention centre space. A 16% belongs to hotels, followed by an 11.6% of event centres.

Type of venue	Number of venues
Exhibition and/or convention centre space	70
Hotel	18
Event centre	13
Cultural centre	4
Park/square	4
Airport	1
Shopping venue	1
School/university	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**5**

Total indoor  
exhibition space  
(sqm):

**90,764**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 5 venues in Panama. The venue of the Feria Internacional de San José de David is the country's largest venue with 48,000 sqm, followed by Centro de Convenciones Amador with 15,000 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	David	Patronato de la Feria Internacional de San José de David	48,000
2	Ciudad de Panamá	Centro de Convenciones Amador	15,000
3	La Chorrera	Patronato de La Chorrera	10,000
4	Los Santos	Patronato de Azuero	9,200
5	Ciudad de Panamá	Centro de Convenciones ATLAPLA	8,564

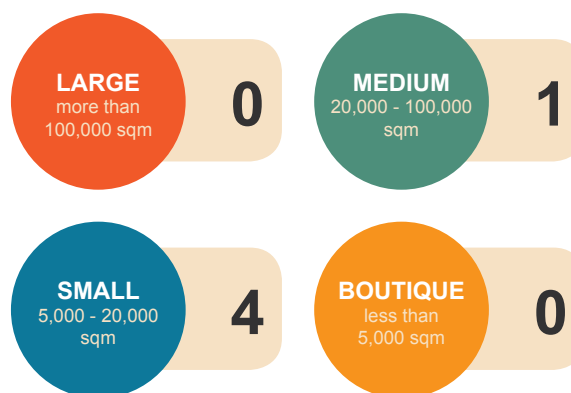


### 3. Number of venues by city



City	Number of venues
Ciudad de Panamá	2
David	1
La Chorrera	1
Los Santos	1

### 4. Venue market segmentation



### 5. Total venues

In total, 10 venues were identified, taking into account both, purpose-built exhibition venues (5) and other premises. According to our classification, 50% are purpose-built exhibition and/or convention centre space. A 30% are hotels, followed by 1 cultural centre and an airport.

Type of venue	Number of venues
Exhibition and/or convention centre space	5
Hotel	3
Airport	1
Cultural centre	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**4**

Total indoor  
exhibition space  
(sqm):

**20,934**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 4 venues in Paraguay. Centro de Comercio y Exhibiciones en Mariano Roque Alonso is the country's largest venue with 9,000 sqm, followed by Centro de Convenciones Mariscal with 8,094 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Mariano Roque Alonso	Centro de Comercio y Exhibiciones en Mariano Roque Alonso	9,000
2	Asunción	Centro de Convenciones Mariscal	8,094
3	Asunción	Centro de Convenciones de la Conmebol	2,000
4	Asunción	Paseo La Galería	1,840

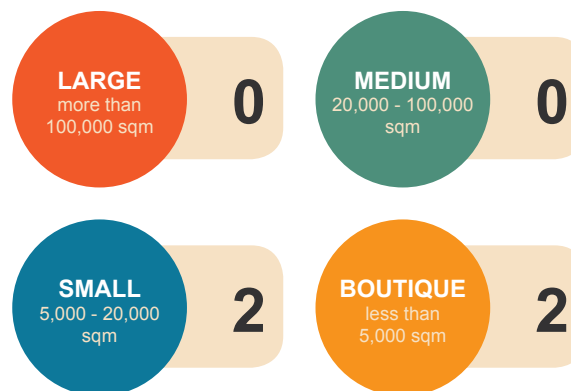


### 3. Number of venues by city



City	Number of venues
Asunción	3
Mariano Roque Alonso	1

### 4. Venue market segmentation



### 5. Future projects

UFI is aware of other/additional venue development projects in planning/under discussion, and we will include them in later editions of this research when they move to the implementation stage.

### 6. Total venues

In total, 7 venues were identified, taking into account both, purpose-built exhibition venues (4) and other premises. According to our classification, 71% are purpose-built exhibition and/or convention centre space. 14% belong to event centres and another 14% to cultural centres.

Type of venue	Number of venues
Exhibition and/or convention centre space	5
Event centre	1
Cultural centre	1





### 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

4

Total indoor  
exhibition space  
(sqm):

43,000

### 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 4 venues in Peru. Centro de Convenciones de Lima is the country's largest venue with 15,000 sqm, followed by Centro de Exposiciones Jockey with 14,000 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Lima	Centro de Convenciones de Lima	15,000
2	Lima	Centro de Exposiciones Jockey	14,000
3	Lima	Domos Art de la Costa Verde	8,100
4	Arequipa	Centro de Convenciones Cerro Juli Arequipa	5.900



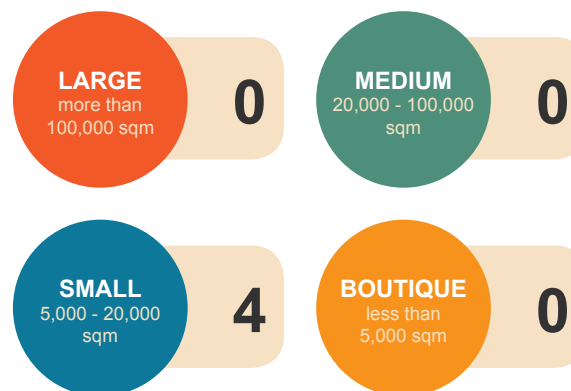


### 3. Number of venues by city



City	Number of venues
Lima	3
Arequipa	1

### 4. Venue market segmentation



### 5. Future projects

UFI is aware of other/additional venue development projects in planning/under discussion, and we will include them in later editions of this research when they move to the implementation stage.

### 6. Total venues

In total, 51 venues were identified, taking into account both, purpose-built exhibition venues (4) and other premises. According to our classification 21% are purpose-built exhibition and/or convention centre space. Another 21% are hotels, followed by 17% event centres.

Type of venue	Number of venues
Exhibition and/or convention centre space	11
Hotel	11
Event Centre	9
Park/Square	7
Shopping Venue	5
School/University	4
Cultural centre	3
Airport	1





## 1. Total venue space available

Number of  
purpose-built  
exhibition venues:

**3**

Total indoor  
exhibition space  
(sqm):

**16,385**

## 2. Top 10 venues in terms of indoor exhibition space

The following table ranks the venues according to the total indoor exhibition space. By the end of 2019, there were 3 venues in Uruguay. Punta del Este Convention & Exhibition Centre is the country's largest venue with 9,985 sqm, followed by Centro de Eventos Latu with 4,400 sqm.



Ranking	City	Purpose Built Exhibition Venue	Total gross indoor exhibition space (sqm)
1	Punta del Este	Punta del Este Convention & Exhibition Centre	9,985
2	Montevideo	Centro de Eventos Latu	4,400
3	Montevideo	Rural del Prado	2,000

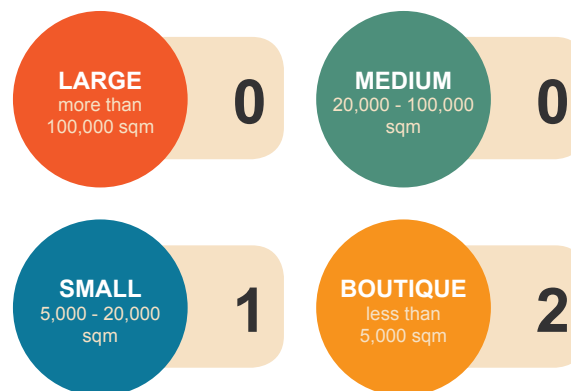


### 3. Number of venues by city



City	Number of venues
Montevideo	2
Punta del Este	1

### 4. Venue market segmentation



### 5. Future projects

UFI is aware of other/additional venue development projects in planning/under discussion, and we will include them in later editions of this research when they move to the implementation stage.

### 6. Total venues

In total, 8 venues were identified, taking into account both, purpose-built exhibition venues (3) and other premises. According to our classification, 62.5% are purpose-built exhibition and/or convention centre space. Another 25% are event centres and 12.5% are hotels.

Type of venue	Number of venues
Exhibition and/or convention centre space	5
Event Centre	2
Hotel	1



## Global Reports



Analysing the global exhibition industry with global comparisons.

**Global Barometer** – Bi-annual report on industry developments.

**World Map of Venues** – Report on trends in venue space and project developments globally.

**Economic Impact Study** – Report on the value of exhibitions globally and regionally.

## Regional Reports



Regular market overviews on UFI's chapter regions.

**Euro Fair Statistics** – Annual list of certified data for Europe by country.

**The Trade Fair Industry in Asia** – Annual analysis of market developments for Asia/Pacific by country.

**The Exhibition Industry in MEA** – Overview of the exhibition market in the MEA region.

## Topical Reports



Focused reports on challenges and developments within the exhibition industry.

**Global Visitor Insights & Global Exhibitor Insights** – Data driven research reports on visitor feedback and exhibitor expectations.

**Best Practices Compendiums** – Case studies of successful industry developments.

**Global Digitisation Index** – An overview tracking digitisation developments within the industry.

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