

UFI releases latest edition of annual Euro Fair Statistics

- Research includes data from 13 trade fair bodies in 21 European countries
- Report covers 2,416 exhibitions from 803 organisers, totalling 25.5 million m² of net space rented in 2019

Paris – 3 December 2020: Data now released by UFI, the Global Association of the Exhibition Industry, identifies the European exhibition market's development in 21 countries. The certified data is gathered by a network of 13 collaborating industry bodies from across the continent.

"This new edition of the annual Euro Fair Statistics report is especially important as it reflects the industry's activity before the COVID-19 crisis. This data covers approximately 55% of the European exhibition market and includes 334 exhibitions that have earned the 'UFI Approved Event' designation," says Kai Hattendorf, UFI Managing Director and CEO.

The events examined comprised 643,738 exhibiting companies. Statistics in the report cover 2,416 exhibitions for a total of 25.5 million m² of registered rented space, with a total attendance of 70 million registered visitors.

34% of the exhibitions targeted trade visitors and 29% targeted public visitors, while 37% addressed both groups.

The Euro Fair Statistics 2019 report includes data collected by the following organisations:

AEFI (Italy), AFE (Spain), ATFEO (Finland), BDO & Associates (Portugal), CENTREX (Central East Europe), CLCVECTA (The Netherlands), EXPO EVENT Swiss LiveCom Association (Switzerland), FKM (Germany), FKM Austria, SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UC CET (Turkey).

The complete Euro Fair Statistics 2019 study can be downloaded from the UFI website at www.ufi.org/research. In line with UFI's mission to develop the industry worldwide, the report is available free of charge. The report forms part of UFI's globally acclaimed body of research publications that covers global, regional, and topical issues.

Attachment:

[- Euro Fair Statistics 2019 front cover](#)

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade 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 its 60 national and regional association members. More than 800 member organisations in 83 countries 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.

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