

A NEW REPORT THAT ANALYSES THE IMPACT OF COVID-19 ON ASIA'S TRADE FAIR INDUSTRY

The latest UFI/BSG report on the trade fair industry in Asia provides full analysis of the state of the trade fair industry in Asia - complete with the latest updated statistical information from 2020 – as well as detailed commentary on a market-by-market basis.

COVID-19 began to impact the business events industry in Asia in early 2020. This unprecedented crisis will continue to disrupt events well into 2022. With over 120-pages of data, analysis and commentary, this report is an essential tool to help you understand the state of Asia's trade fair markets and the challenges that it faces as the recovery begins.

Report features include:

- **COVID-19 special section:** detailed analysis, commentary and forecasts taking into account the expected impact of the global pandemic
- Updated trade fair statistics across 17 markets
- Analysis of venue capacity available across the region
- A detailed review of Asian trade fair industry growth
- Analysis of key industry trends affecting the region
- A review of the region on a country-by-country basis
- An updated list of all "UFI International Approved Events" and "UFI Approved Events" in the 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.

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

UFI report researched and compiled by Business Strategies Group

THE TRADE FAIR INDUSTRY IN ASIA

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