

## Global growth expected across exhibition industry

4 July 2013, Paris: UFI, the Global Association of the Exhibition Industry, has released the results of its 11<sup>th</sup> Global Barometer survey on the state of the exhibition industry.

Conducted in June 2013, this survey edition was answered by 217 companies from 56 countries. Its results, combined with those of the previous surveys, provide an insight into the impact of the economic crisis on the exhibition industry.

For the first time since 2008, the outlook is positive with a majority of companies in all regions declaring increases in turnover. The first half of 2014 is the first period since the survey was initiated where all regions indicate 3 companies out of 4 expecting a turnover increase. This rate has existed since 2010 in Asia/Pacific and in the Americas (with the exception of 2012). It was only reached in the second half of 2012 in the Middle East & Africa. It is now also anticipated in Europe by the beginning of 2014. However, this turnover growth does not directly translate into immediate operating profit, as fewer than 50% of companies in all regions (except the Americas) project a +10% profit increase as compared to 2012.

For both 2012 and 2013, a slight majority of companies in the Americas have declared an increase of more than 10% of their annual profit. The Americas remain the only region to have a majority of respondents declaring that the impact of the “economic crisis” on their exhibition business is now over.

For those companies who consider that the economic crisis impact continues, almost 10% anticipate it's end in 2013, 40% in 2014, and another 50% in 2015 or later. There is no doubt that “global economic uncertainty” and “the state of the national/regional economy” remain the top issues for a majority of companies. Paul Woodward, UFI Managing Director commented, “these results indicate a positive outlook across all regions in terms of turnover increase. Exhibitions continue to be an excellent indicator of economic development. While remaining cautious about the global economic environment, these current survey results are good news for us all.”

## Global growth expected across exhibition industry (continued)

Full results of the 11<sup>th</sup> Global Barometer Survey can be freely downloaded at [www.ufi.org/research](http://www.ufi.org/research). The next UFI Global Barometer Survey will be conducted by UFI in December 2013.

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*UFI is the association of the world's leading 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 represents over 630 member organisations in 85 countries around the world. Over 900 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.*

For additional information on UFI, its programmes and services, please go to [www.ufi.org](http://www.ufi.org) or contact:

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