

UFI's 12th Global Barometer of the Exhibition Industry confirms growth in the business in 2013

Paris – January 13, 2014: Results of UFI's 12th Global Barometer survey confirm that the exhibition industry has grown in 2013.

Reviewing the consolidated results over 5 years, UFI, the Global Association of the Exhibition Industry, has identified a majority of companies in all regions declaring an increase of their turnover since at least 2011. In addition, around one company out of two declares an increase of more than 10% for 2013.

Still, 63% of the respondents declare that the impact of the “economic crisis” on their business is not yet over and most of them expect that it won't be until 2015. In the meantime, most companies are planning new strategic developments with 75% planning new activities in either the classic range of exhibition activities (venue/organizer/services) or in live or virtual events (or both) and 49% planning to expand exhibition operations to new countries.

Paul Woodward, UFI Managing Director, concludes: “While we shall remain cautious about the development of the global economic situation, the exhibition media continues to demonstrate its strength with growth over the last 4 years. The industry remains remarkably dynamic with a majority of companies positively embracing the challenges of new ranges of activity or geographical development.”

The 12th Global Barometer survey, conducted in December 2013, was answered by 178 companies from 57 countries. Full results of the 12th Global Barometer Survey can be freely downloaded at www.ufi.org/research. The next UFI Global Barometer Survey will be conducted in June 2014.

Note: At the beginning of 2009, UFI decided to assess the impact of the economic downturn by developing a “Crisis Barometer” based on the perceptions of our UFI members. Today, this survey has evolved to become the Global Barometer bi-annual report drawing on input from UFI members in 85 countries and including identical surveys for the USA conducted by SISO (Society of Independent Show Organizers), for Central and South America by AFIDA (Asociación Internacional de Ferias de America) and by EXSA (Exhibition and Events Association of Southern Africa) of their respective members. It should be noted that while the number of replies to this survey provides solid representative results, the consolidated regional results may not reflect the situation of specific countries in that region.

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 600 member organisations in 85 countries around the world. Almost 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 or contact: Lili Eigl, UFI Communications Manager, lili@ufi.org