Global Exhibition
Barometer

Global Exhibition Barometer

Results of the survey conducted in December 2009 among UFI *, SISO ** & AFIDA *** Members

(*) World (**) USA (***) Central & South America

REPORT

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Introduction

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 in 82 countries and including for the USA, an identical survey conducted by SISO (Society of Independent Show Organizers) and for Central & South America by AFIDA (Asociacion International de Ferias de America) of their respective members.

Results of this regular survey were published in February, May and August 2009. This tool now goes forward as the "Global Exhibition Barometer", with 2 surveys planned per year.

The current document presents the results of the fourth survey, conducted in December 2009. It also includes trends drawing on the results of the previous surveys wherever possible.

The current Barometer provides new insights into the impact of the economic crisis on the exhibition industry and, for the first time since this survey was launched, identifies significant differences across the various regions of the world.

It should be noted that the number of replies to this survey (176, from 54 countries – see details in appendix) provides representative results. However, the consolidated regional results may not reflect the situation of specific countries in that region.

For questions related to this survey, please contact UFI at research@ufi.org.

1. Gross Turnover

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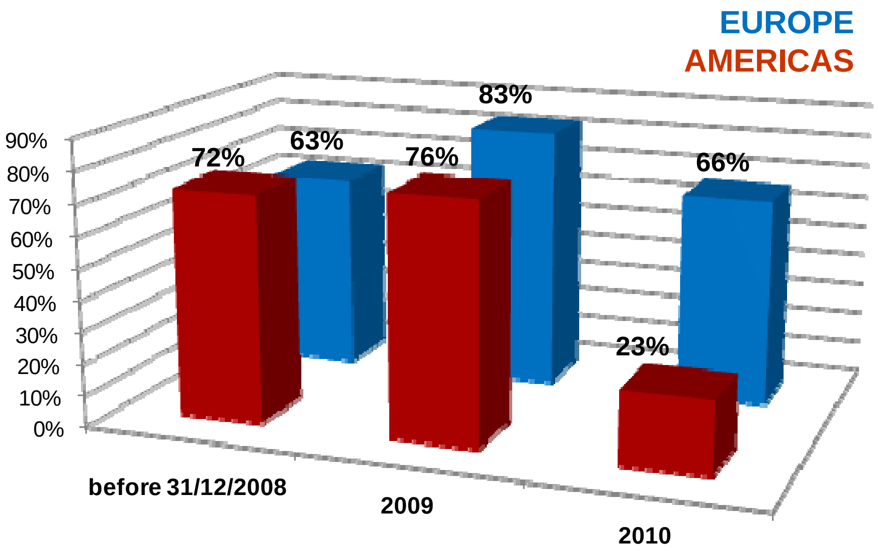
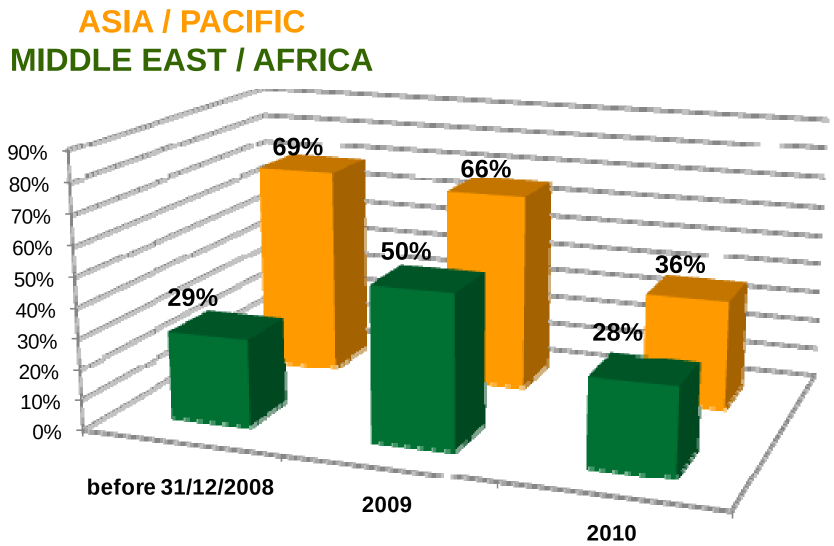
The 4th Barometer survey questioned the evolution of the participants' turnover for 3 half year periods when compared to the same period the year before: second half 2009, first half 2010 and second half 2010.

The following charts combine these results with those of the previous survey and provide the average of first and second half of the year for both 2009 and 2010. They indicate, for each region, the total number of respondents who indicated a decrease in turnover.





These results, detailed on page 5, show that an end to the decrease in turnover is anticipated in 2010 by a majority of respondents from all regions except Europe.

This situation is confirmed by the analysis specifically related to the last survey's results (see page 6).

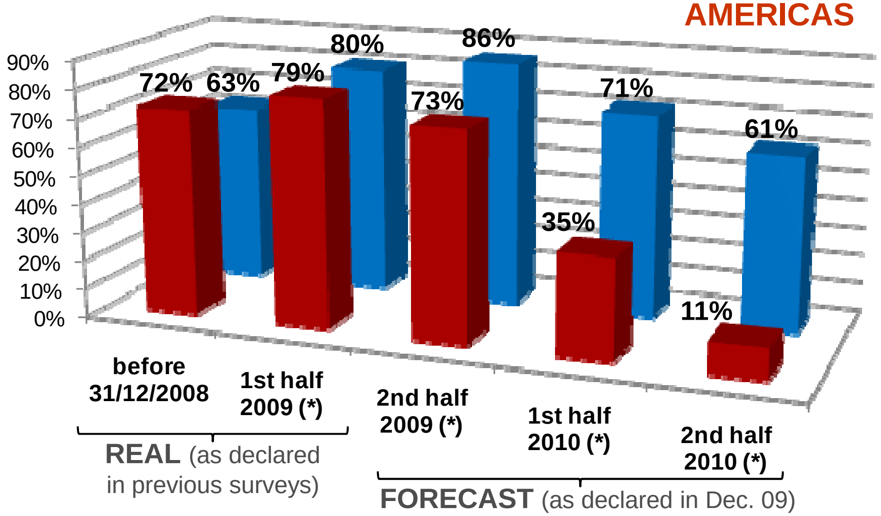
1.1. % of the total number of respondents

The Global Association of the Exhibition Industry
Global Exhibition Barometer

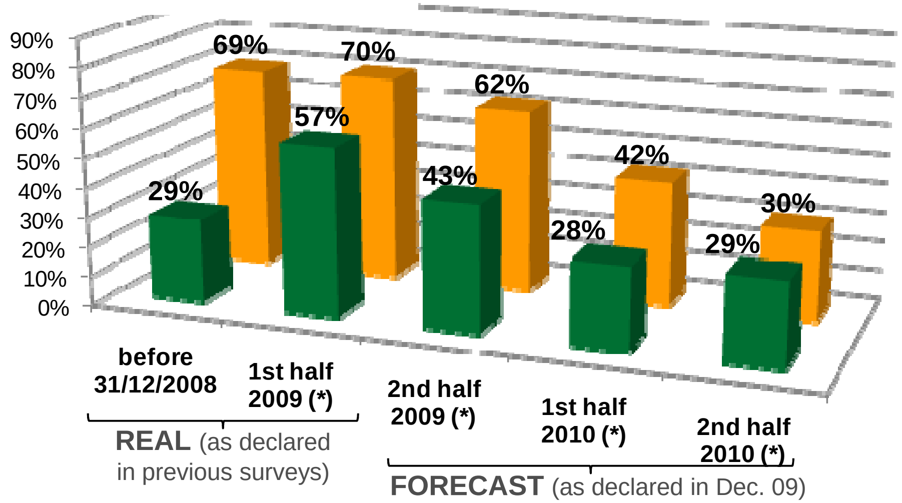
who indicated a decrease in turnover

(*) when compared to the same period the year before

EUROPE
AMERICAS

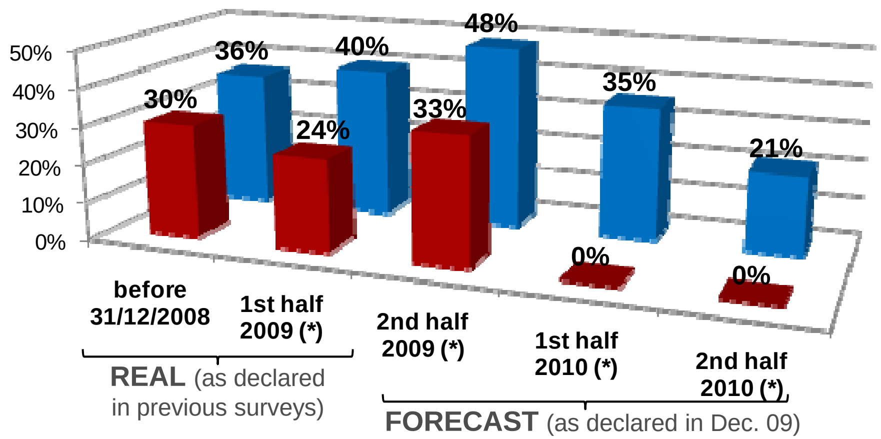


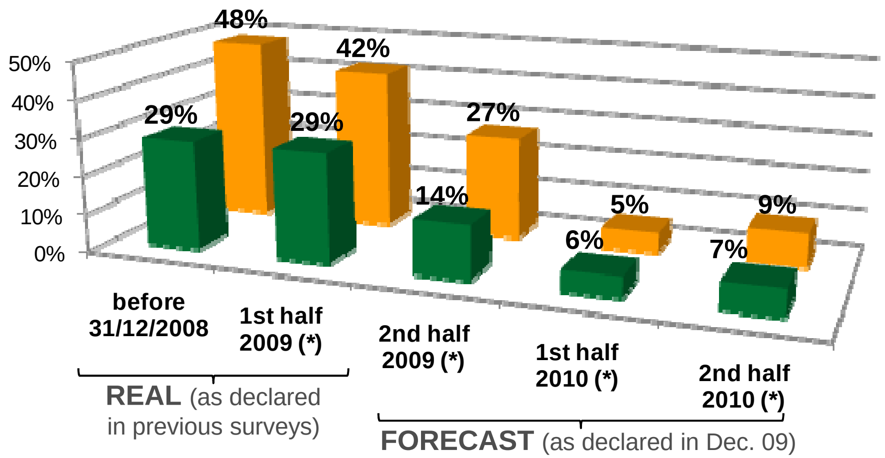
ASIA / PACIFIC
MIDDLE EAST / AFRICA



who indicated a decrease of 10% or more

(*) when compared to the same period the year before

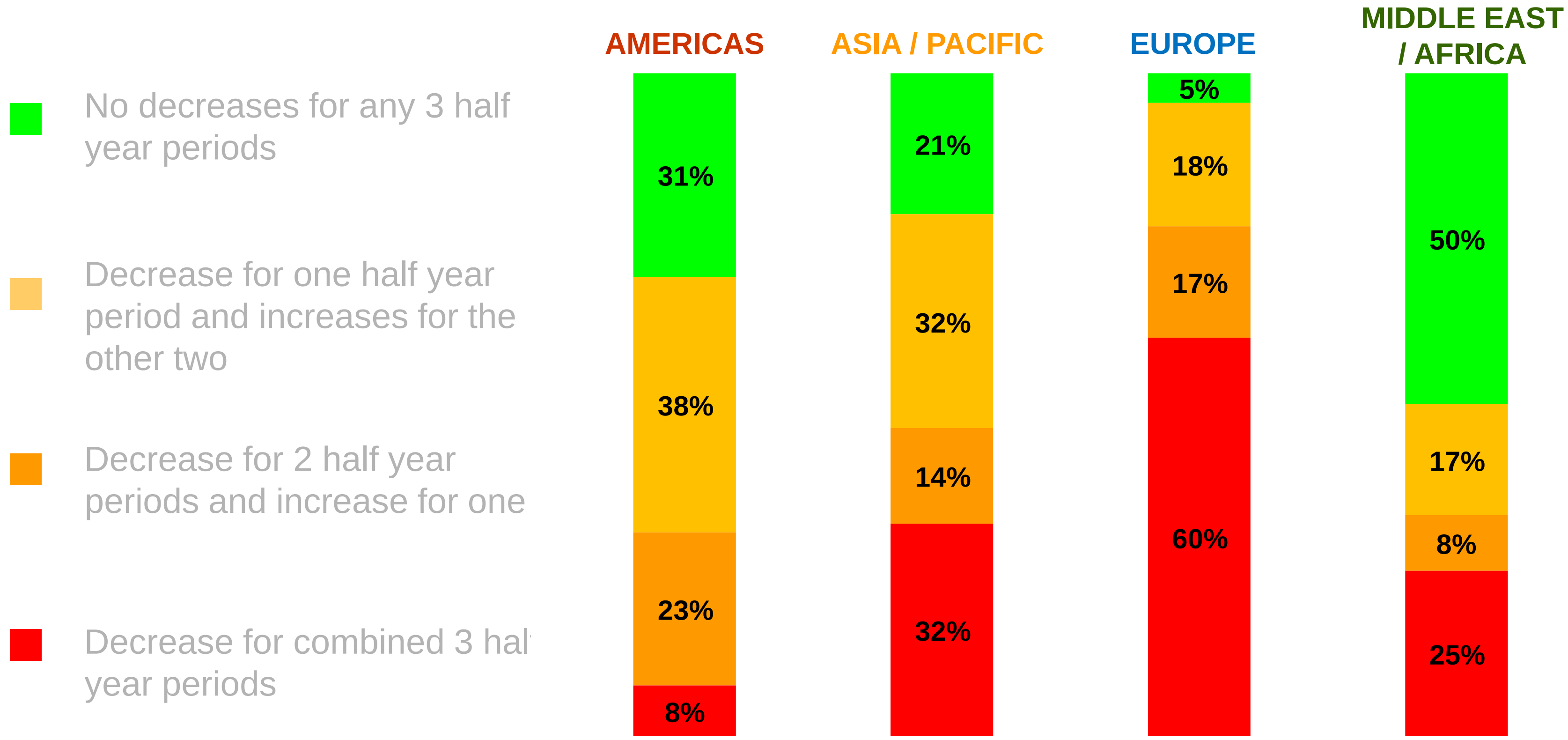




1.2. % of the total number of respondents who indicated a decrease in turnover in the second half of 2009 / in the first half of 2010 / in the second half of 2010)

When looking at the combined results of the last survey, provided by 118 respondents who supplied answers for all three half year periods:

- 60% of European respondents predict decreases for all three half years surveyed (32% in Asia/Pacific; 25% in the Middle East/Africa and only 8% in the Americas)
- 50% of respondents from the Middle East/Africa predict 3 consecutive increases (31% in the Americas, 21% in Asia/Pacific and only 5% in Europe).



2. Operating Profit

The 4th barometer survey questioned the evolution of the operating profit for 2009 compared to 2008, and for 2010 compared to 2009.

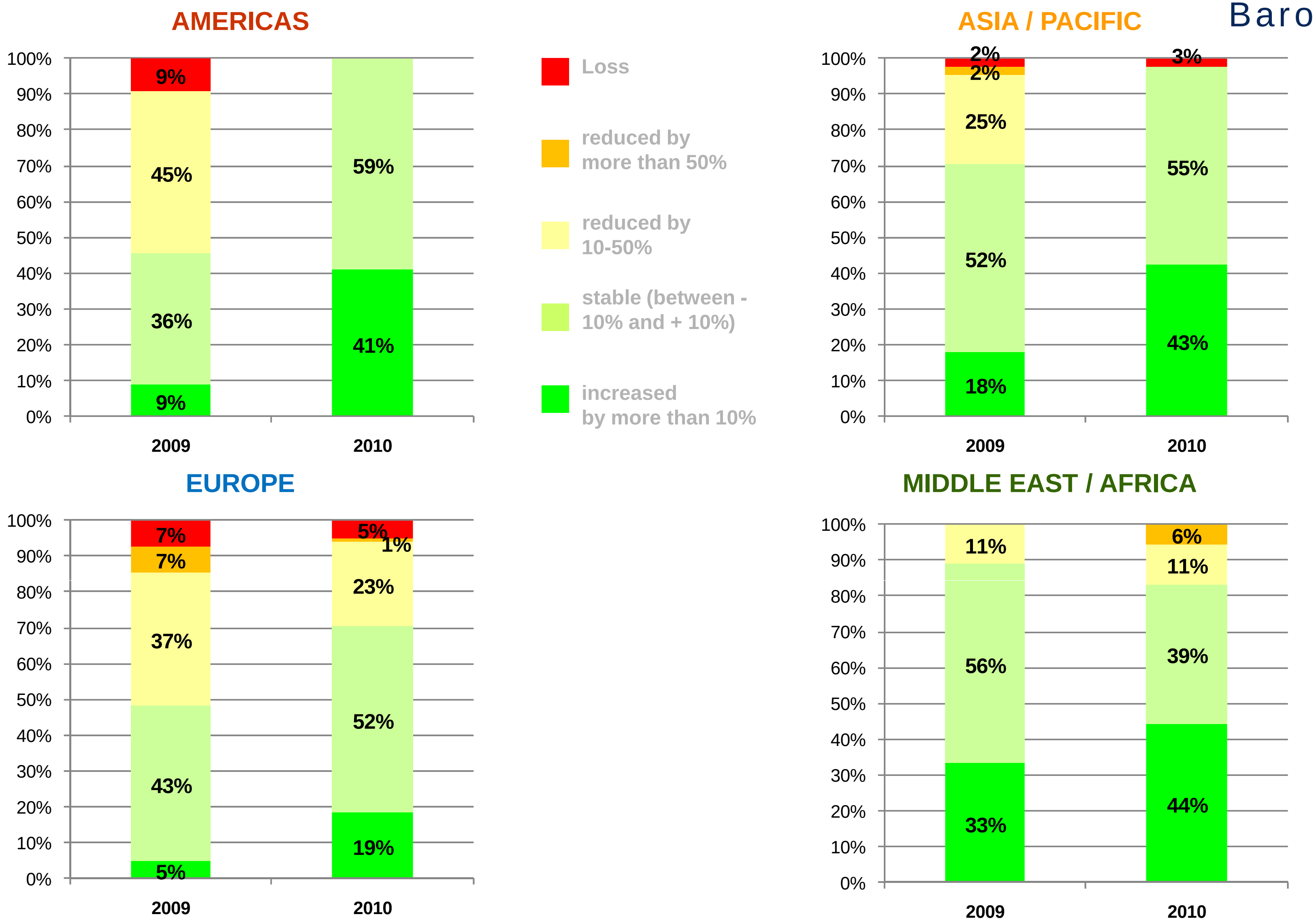
The results shown on page 8 indicate that in all regions more than 9 out of 10 respondents have maintained a positive operating profit in 2009 and expect to continue with a positive operating profit in 2010.

There are, however, differences across the regions:

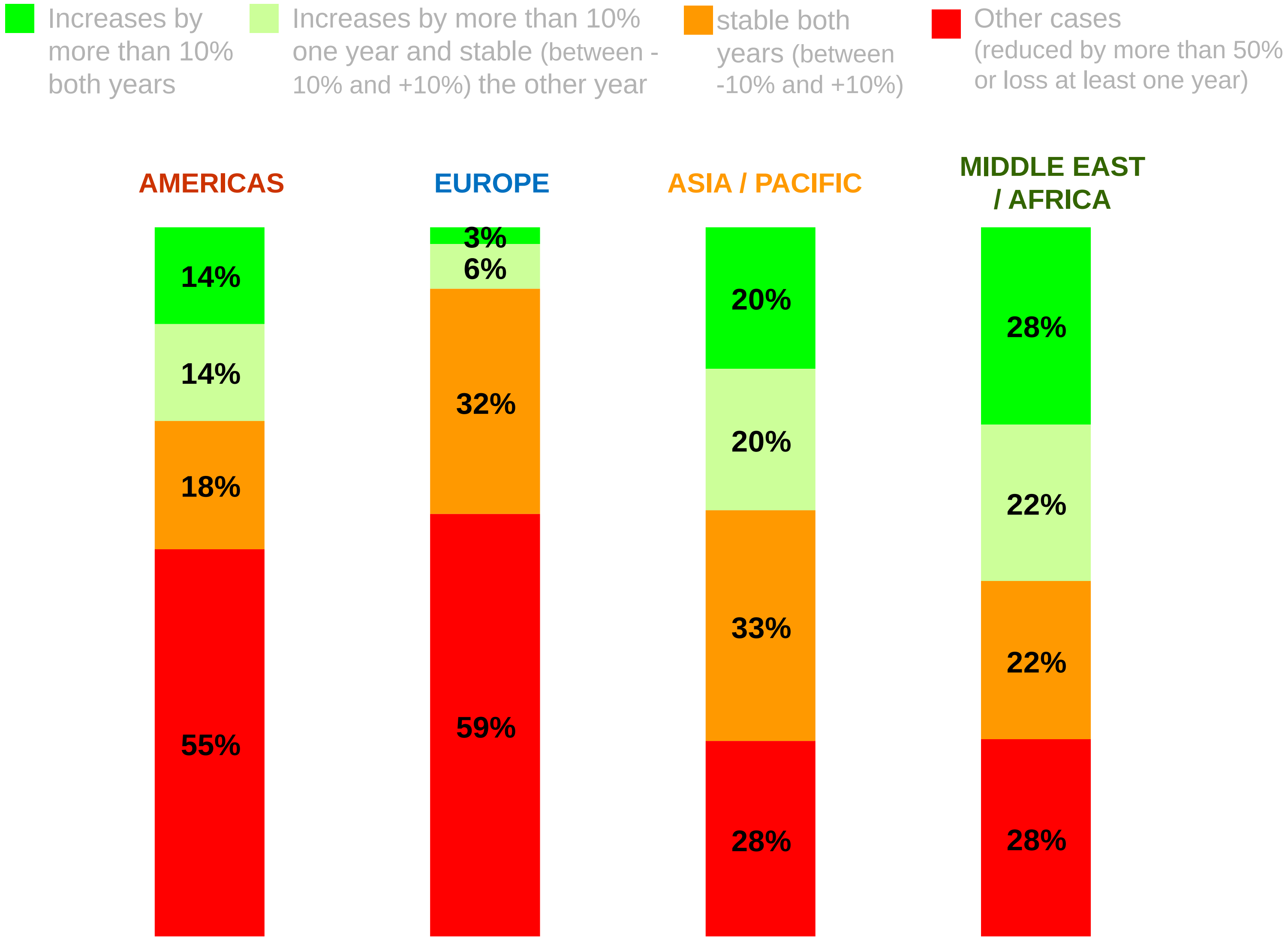
- A majority of respondents from the Americas (54%) and Europe (51%) experienced a decrease of more than 10% of their 2008 operating profit in 2009 or even a loss (9% in the Americas and 7% in Europe), whereas a majority of respondents from Asia/Pacific (70%) or Middle East/Africa (89%) experienced a “stable” (between -10% and +10%) profit or an increase of more than 10% (18% in Asia/Pacific and 43% in Middle East/Africa)
- The Operating Profit for 2010 compared to 2009 is expected to increase by more than 10% for 4 respondents out of 10 in all regions except Europe, where it is for less than 2 respondents of 10.

When looking at the 159 respondents who provided an answer for both years (page 9), results confirm that Europe and the Americas are more affected than other regions, with 59% and 55% respectively of respondents who experienced, during at least one of those years, either a reduction in annual profit of more than 50% or a loss.

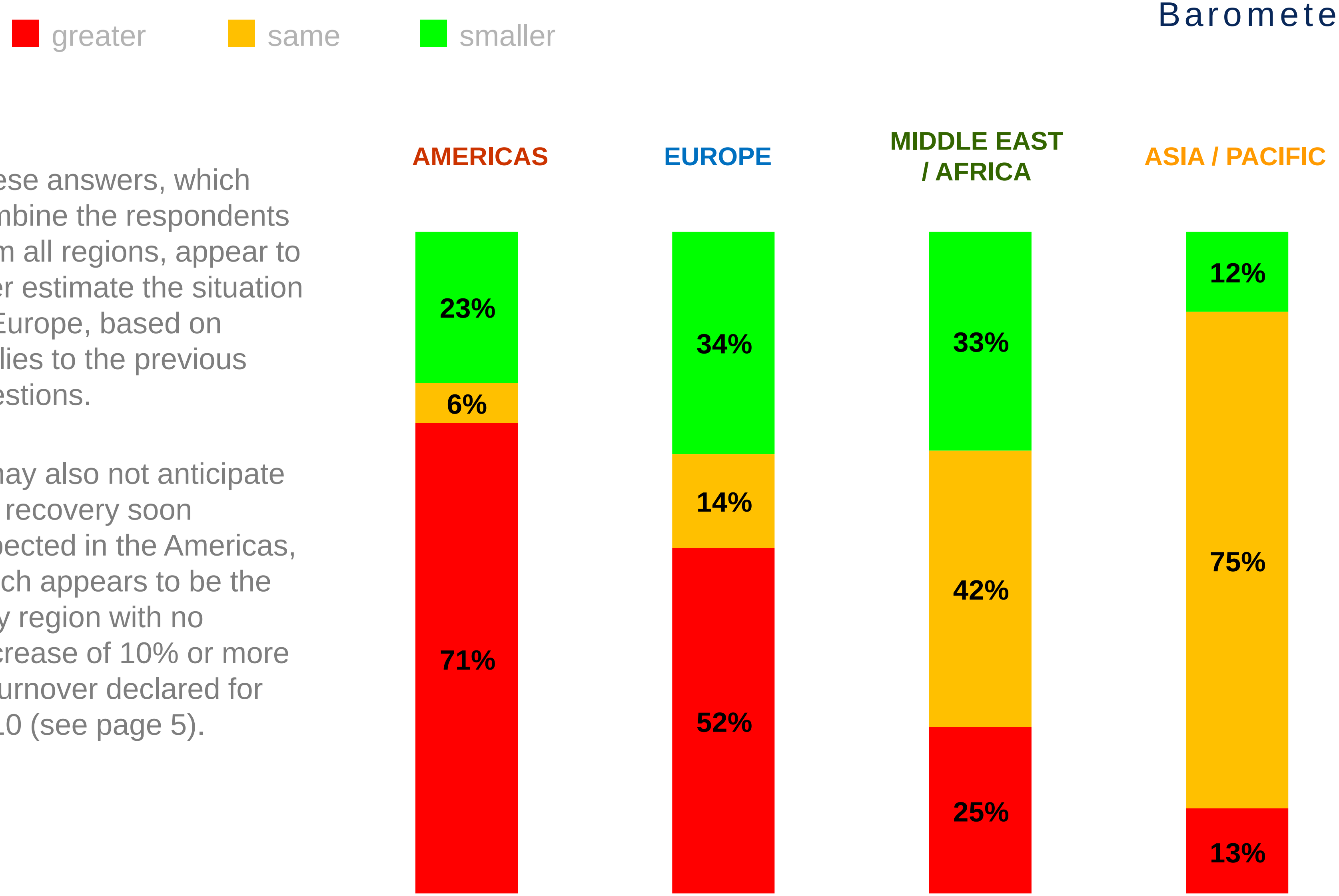
2.1. Projected 2009 / 2010 operating profits (when compared to the prior year)



2.2. Combined projected 2009 / 2010 operating profit (when compared to the prior year)



3. Perception of regional impact: do you think different regions have been more or less impacted by the crisis?



These answers, which combine the respondents from all regions, appear to over estimate the situation in Europe, based on replies to the previous questions.

It may also not anticipate the recovery soon expected in the Americas, which appears to be the only region with no decrease of 10% or more of turnover declared for 2010 (see page 5).

4. Recovery expectations: when do you believe that the global exhibition industry's economic recovery will begin?

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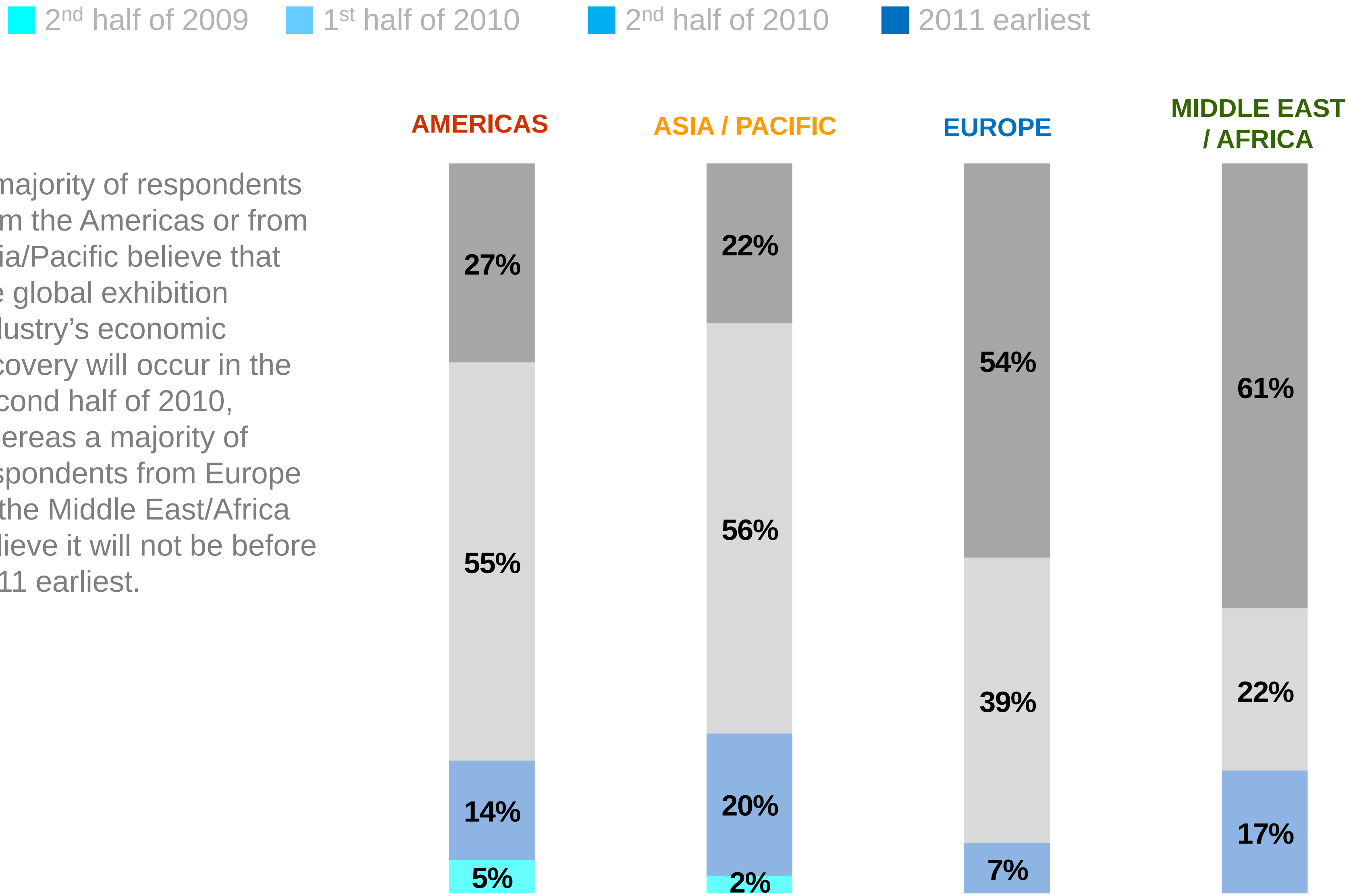

A majority of respondents from the Americas or from Asia/Pacific believe that the global exhibition industry's economic recovery will occur in the second half of 2010, whereas a majority of respondents from Europe or the Middle East/Africa believe it will not be before 2011 earliest.

CONCLUSION

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The 4th barometer survey, conducted in December 2009, was answered by 176 companies from 54 countries. It provides new insights into the impact of the economic crisis on the exhibition industry and, for the first time since this survey was launched at the end of 2009, shows significant differences across the various regions of the world.

The following conclusions apply to all regions:

- A minimum of 6 to 7 respondents out of 10 experienced a decrease in turnover before 31st December 2008 in all regions, except the Middle East and Africa where this was delayed to the first half of 2009;
- More than 9 out of 10 respondents have maintained a positive operating profit in 2009 and expect to continue with a positive operating profit in 2010.

Differences lie in two main areas:

- A “bottom-out” for the turnover decrease is anticipated for the first half of 2010 by a majority of respondents from all regions, except Europe, which appears as the region where the greatest reduction in operating profit for 2009 and 2010 has been declared.
- As in previous surveys the Middle East / Africa region appears less affected than other regions in terms of impact on turnover.

Finally, a vast majority of respondents (88%) believe that the global exhibition industry’s economic recovery will not begin before the second half of 2010; among them, half expect it to occur in the second half of 2010, whereas the other half does not expect it before 2011 at the earliest. However, there are interesting differences across regions:

- a majority of respondents from the Americas or from Asia/Pacific believe recovery will occur in the second half of 2010,
- whereas a majority of respondents from Europe and Middle East/Africa believe it will not occur before 2011.

Number of answers per country/region

Total = 176 (in 54 countries)

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Americas	23
Argentina	1
Bolivia	1
Canada	2
Colombia	1
Ecuador	1
Mexico	2
USA	15

Asia/Pacific	45
Australia	4
Azerbaijan	1
China mainland	14
India	4
Japan	2
Hong Kong	7
Singapore	4
South Korea	6
Taipei	1
Thailand	2

Europe	89
Austria	2
Belgium	4
Croatia	2
Finland	1
France	5
Germany	15
Greece	5
Hungary	4
Italy	12
Lithuania	1
Luxembourg	1
Moldova	1
Netherlands	3
Norway	1
Poland	2
Portugal	1
Russian Federation	8
Serbia	1
Slovak Republic	2
Slovenia	2
Spain	5
Sweden	3

(Europe - continued)

Switzerland	1
Turkey	2
Ukraine	3
United Kingdom	2

Middle East/Africa	19
Iran	2
Israel	1
Jordan	2
Kuwait	1
Lebanon	1
Libya	3
Oman	1
Qatar	1
Saudi Arabia	2
South Africa	3
Syria	1
United Arab Emirates	1