

UFI Releases Euro Fair Statistics 2008 audited figures represent almost half of the European trade fair market

Paris, February 19, 2010: UFI, the Global Association of the Exhibition Industry, has just released the 2008 Euro Fairs Statistics Report. UFI is now responsible for assembling this annual report on Euro Fair Statistics which was originally initiated by FKM (Germany).

Manfred Wutzlhofer, UFI President, emphasized the importance of these figures stating, "trade fairs and exhibitions play a vital role in today's business world. It is therefore essential that customers have access to reliable exhibition data". The continuing goal of this project is to provide all interested parties (public authorities, exhibition organizers, exhibitors and visitors) with audited European exhibition statistics. For exhibition organizers and exhibitors, audited exhibition statistics provide the most consistent means of measuring return on investment.

The current 2008 data collection exercise gathers information provided by eleven national and regional bodies covering 20 countries. The participating organisations are: AEFI – Associazione Esposizioni e Fiere Italiane, Italy ; AFE - Spanish Trade Fair Association, Spain; Association for Voluntary Control of Fair Statistics (FKM-Austria), Austria; BDO bdc & Associates, Portugal; CENTREX - International Exhibition Statistics Union, Hungary; Danish Audit Bureau of Exhibitions and Fairs, Denmark; FUTFO – Finnish Union of Trade Fair Organizers, Finland; OJS – Fairs & Exhibitions Statistics Association, France; Russian Union of Exhibitions and Fairs (RUEF), Russia; Scandinavian Fair Control (SFC), Sweden; and the Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Germany.

Each of these organisations ensures that the data contained for events included in this report have been audited. This 2008 Euro Fair Statistics edition contains the statistics of 2,195 trade fairs and exhibitions. At these events over 655,000 exhibitors, 53 million visitors and 25 million square meters of rented space were registered. In the current study, 42% of the fairs and exhibitions were addressed to trade visitors, 38% to private visitors and 20% to both target groups.

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From 2007 to 2008 a progression of +16% in the total number of audited fairs and exhibitions is to be noted. It is UFI's goal to develop this report in the future in terms of geographical scope and content. Vincent Gérard, UFI Managing Director, noted that, "UFI estimates that the total net space rented annually in Europe is approximately 53 million square meters. Thus the audited trade fairs present in this report represent almost half of the European trade fair market. It is UFI's intention to develop the qualitative and quantitative coverage of European trade fair statistics in future Euro Fair Statistics reports".

The complete 2008 study may be downloaded at no cost on the UFI website at www.ufi.org under the trade fair sector/surveys menu.

UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the 45 major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide.

By promoting the unique characteristics of trade fairs, UFI:

- Provides an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences;
- Promotes trade fairs and exhibitions globally as a unique marketing and communications tool;
- Provides its members with valuable studies and research regarding all aspects of the exhibition industry;
- Offers educational opportunities and a variety of professional seminars; and
- Deals with issues of common interest to its members through regular meetings of its regional chapters and thematic working groups.

UFI represents 540 member organisations in 82 countries around the world. 851 of its members' exhibitions have earned the UFI Approved Event quality label.

For additional information, please click on: www.ufi.org.

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