

## Trade fair market in Asia grew by 3.8% in 2009 according to UFI report

*June 22, 2010 – Paris/Hong Kong:* The trade fair industry in Asia expanded by 3.8% in 2009 despite a very challenging global economic environment according to the sixth edition of UFI's annual report on the trade fair market in Asia. Net area sold by organisers in Asia reached a total of 14.9 million m<sup>2</sup>. The research was once again undertaken for UFI, the Global Association of the Exhibition Industry, by Business Strategies Group (BSG) in Hong Kong.

China continues to dominate the exhibition industry in Asia. It is the largest market in the region by any measure: net space sold, industry revenues, number of exhibitions and number of venues. Year-on-year, net m<sup>2</sup> sold in China grew by 6.7% outperforming the regional average of 3.8%. Over 8.1 million m<sup>2</sup> were sold in China in 2009 – accounting for almost 55% of 14.9 million m<sup>2</sup> sold across Asia. The second largest market, Japan, continued to lose ground to China. The Japanese market was the worst performing market in Asia in 2009 shrinking by 3.9% with 1.9 million m<sup>2</sup> sold.

Although China remains the largest market, one much smaller market did grow faster than China last year. Space sold in Macau expanded by 47.5% largely on the back of the resurgence of Macau's gaming-based economy. It is worth noting that Macau's growth was from a very low base (i.e. 98,000 m<sup>2</sup>). Two other markets also performed above the regional average: Malaysia (4.7%) and Korea (3.9%).

Revenues from trade fairs in Asia were mostly flat year-on-year. This can largely be attributed to the weak global economic environment and to discounts offered by many organisers across the region in an effort to attract more exhibitors. Regional revenues in 2009 were US\$3.39 billion (vs. US\$3.44 in 2008). China generated revenues of US\$1.14 billion accounting for 1/3 of all revenues in Asia last year, followed by Japan at 24% and Hong Kong which now accounts for 10% of total industry revenues in Asia on the back of just 88 exhibitions.

This report provides detailed information on the development of trade fairs and supporting facilities in 15 markets: Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report also includes detailed analysis on actual market performance in 2009 as well as forecasts and commentary on key trends in each of those 15 markets.

Vincent Gérard, UFI Managing Director, commented, "While the exhibition industry in the U.S. and Europe struggled to find their feet in 2009, Asia posted another year of substantial growth. As China, Asia's largest trade fair market, grew by nearly 7% and the regional as a whole grew by 3.8%, it is clear that in 2010 and beyond the global exhibition industry will be looking to Asia for opportunities to grow existing events as well as launch new ones."

As an added-value service, each UFI member will be entitled to receive a four page executive summary of the research and to purchase the full report at a substantial discount.

This report has been edited by UFI Asia/Pacific Regional Manager and BSG Managing Director, Mark Cochrane. He commented, "Asia will continue to provide the key platform of growth for the exhibition industry worldwide. The growth here has been impressive. In 2004, 8.2 million m<sup>2</sup> were sold in Asia. Last year, China alone recorded net space sales 8.2 million m<sup>2</sup> and over 14.9 million m<sup>2</sup> were sold across the region. By the end of 2010, we expect that figure to reach more than 15.8 million m<sup>2</sup>."

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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 its members and the exhibition industry worldwide.*

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