

## 2009 European Fair Statistics provide audited figures for over 2,000 exhibitions

*Paris, 19 October 2010:* The 2009 edition of the Euro Fair Statistics (EFS) report, published today, contains the audited statistics of 2,092 exhibitions from 20 European countries. Compiled by UFI, the Global Association of the Exhibition Industry, these statistics were collected by twelve auditing bodies and include exhibitions covering over 20 million square metres of registered rented space.

Paul Woodward, UFI Managing Director, stated, that, “we are strong believers in the value of high quality, audited data as a foundation for communicating the importance of exhibitions to marketers. So, we are pleased to have been able to draw together this reliable data from most of the big exhibition markets in Europe. We believe this report gives the most accurate picture of the important fairs in the region.”

In 2009, the events covered in this report, managed by 450 organizers, had 578,788 exhibitors and registered a total attendance of 50.8 million visitors. 40% of the exhibitions were targeted at trade visitors, 37% at public visitors and 23% at both target groups. UFI estimates that the audited trade fairs included in this report represent between 40-45% of the European exhibition market in terms of net rented space.

In addition to expanding geographic coverage, UFI plans to include the industry sector for each event in future editions of the annual EFS report. This will create a basis for analysis of both regional and global trends between different industries.

The complete 2009 Euro Fair Statistics study may be downloaded at no cost on the UFI website at [www.ufi.org](http://www.ufi.org) under the trade fair sector/surveys menu.

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*The 2009 edition of the Euro Fair Statistics report includes data collected by the twelve organizations listed below. Further information on these audited statistics may be had by addressing each organisation directly.*

*AEFI (Italy - [www.aefi.it](http://www.aefi.it)), AFE( Spain - [www.afe.es](http://www.afe.es)), BDO & Associates (Portugal - [www.bdo.pt](http://www.bdo.pt)), CENTREX (Hungary - [www.centrexstat.org](http://www.centrexstat.org)), CLC Vecta (The Netherlands - [www.clcvecta.nl](http://www.clcvecta.nl)), DO (Denmark - [www.do.dk](http://www.do.dk)), FKM (Germany - [www.fkm.de](http://www.fkm.de)), FKM Austria ([www.messe.at](http://www.messe.at)), FUTFO (Finland - [www.pohjois-suomenmessut.fi](http://www.pohjois-suomenmessut.fi)), OJS (France - [www.ojs.asso.fr](http://www.ojs.asso.fr)), SFC (Sweden - [www.fairlink.se](http://www.fairlink.se)) and RUEF (Russia - [www.uefexpo.ru](http://www.uefexpo.ru)).*

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*UFI is the association of the world's leading exhibition organisers and fairground owners, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. With over 550 members in 84 countries, UFI's global reach provides unique value to its members through promotion, information and networking.*

*UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide. It provides a global networking platform through its events, website and other media where exhibition industry professionals can exchange ideas and experiences.*

*UFI promotes trade fairs and exhibitions globally as a unique marketing and communications tool. We provide our members with valuable studies and research regarding all aspects of the exhibition industry and offer educational training opportunities and a variety of professional seminars.*

*UFI also deals with issues of common interest to its members through lobbying, our engagement in appropriate international organisations, media campaigns and direct intervention with governments where needed.*

*All organiser members of UFI must have at least one UFI Approved Events. This growing list of over 850 of the world's leading exhibitions represents the highest quality international fairs.*

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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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