

## UFI Survey Confirms Global Exhibition Industry Growth

*July 1, 2011 – Paris:* UFI's 7<sup>th</sup> Global Barometer Survey, completed in June 2011, confirms a return to gross turnover growth for a majority of companies in the exhibition industry. The current Barometer provides insights into the receding impact of the economic crisis on the exhibition industry across the various regions of the world. Combined with an overall improvement in operation profits anticipated for 2011, it can be said that the exhibition industry has regained its stride and is moving forward with confidence. UFI, the Global Association of the Exhibition Industry, compiled the data collection from 194 companies in 54 countries including UFI members and members of SISO (Society of Independent Show Organizers) in the USA, AFIDA (Asociacion Internacional de Ferias de America) in Central and South America, and EXSA, the Exhibition and Events Association of Southern Africa.

This 7<sup>th</sup> Survey shows that a majority of all companies globally are now registering a return to gross turnover growth. This trend started at the end of 2009 for Asia/Pacific, in early 2010 for the Americas and at the end of 2010 for Europe. In terms of operating profit around 3 companies out of 10 in Europe, 4 in the Americas, and 6 in Asia/Pacific are now declaring a +10% profit increase for 2010. In the same 3 regions, half of the companies are looking forward to the identical +10% profit increase in 2011. The Middle East/Africa region remained stable throughout the "economic crisis". Despite these results, the impact of the "economic crisis" on the exhibition business remains present in the perceptions of half of those surveyed in all regions except Asia /Pacific where an optimistic 65% of respondents have put the crisis behind them.

General economic considerations related to the state of the national/regional economy and global economic uncertainty remain concerns in all regions. Local competition and internal management challenges are also major preoccupations. Interestingly enough, environmental challenges and competition from other marketing media are considered less critical.

Paul Woodward, UFI Managing Director, stated, "While some concern remains about potential economic fragility, the continuing growth in turnover in all regions is definitely good news. UFI will continue to track the state of the industry in a bi-annual industry survey as we provide the exhibition community with data needed to make forward thinking business decisions."

The complete survey is available on the UFI website at [www.ufi.org](http://www.ufi.org) under the surveys menu.

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*UFI is the global association of the world's leading tradeshow organizers 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 550 member organizations in 84 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, please go to

[www.ufi.org](http://www.ufi.org)

or contact

Lili Eigl

UFI Communications Manager

[lili@ufi.org](mailto:lili@ufi.org)

Tel : +33 (0)1 42 67 99 12

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