

## 2010 European Fair Statistics provide audited figures for 21 countries

*August 3, 2011 – Paris:* The 2010 edition of the Euro Fair Statistics report, published today, contains the audited statistics of 1,973 exhibitions from 21 European countries. Compiled by UFI, the Global Association of the Exhibition Industry, these statistics were collected by eleven auditing bodies and include exhibitions covering over 21 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 2010, the events covered in this report, managed by 434 organizers, had 575,597 exhibitors and registered a total attendance of 52.2 million visitors. 46% of the exhibitions were targeted at trade visitors, 39% at public visitors and 15% 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 produce some metrics per industry sector and on a 2 year basis, in order to take into account biennial events. Trends at both regional and global levels will also be developed using the data from this report.

The complete 2010 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 2010 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 (Central East Europe - [www.centrexstat.org](http://www.centrexstat.org)), CLC Vecta (The Netherlands - [www.clcvecta.nl](http://www.clcvecta.nl)), 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.ruef.ru](http://www.ruef.ru)).*

*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)

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