

## UFI's 10<sup>th</sup> Global Barometer of the Exhibition Industry exposes shifting outlook across regions for 2013

Paris – January 7, 2013: Results of UFI's 10<sup>th</sup> Global Barometer survey broadly confirm that the exhibition industry continues to grow with a majority of companies reporting increased turnover for 2012.

Reviewing the consolidated results over ten surveys, UFI, the Global Association of the Exhibition Industry, now perceives a clear shift between the two regions which had demonstrated a strong recovery in 2010 and 2011 with an average of 80% of companies increasing turnover. For 2013, the Asia/Pacific region now anticipates a slowdown in growth levels to the same level as Europe and the Middle East/Africa regions where 60% of companies experience turnover increases. The slower growth noted in 2012 in the Americas now appears to have reversed itself. The region is showing the highest proportion of companies anticipating an increase in turnover for 2013. The Americas are currently the only region to declare that the impact of the “economic crisis” on their exhibition business is now behind them. However, in terms of annual profit only 4 companies out of 10 in all regions have announced an increase of over 10% in profits in 2012.

The current survey reveals that industry concerns remain constant with “general economic considerations”, followed by “local competition” and “internal management challenges” at the top. 75% of the organisations surveyed include the development of new business activities among their strategic objectives. Of significant interest is the expectation of 54% of those surveyed to expand exhibition operations to new countries.

Paul Woodward, UFI Managing Director, concludes that, “while Asia/Pacific has been the main growth area since 2010, the situation there is shifting with slower growth expected in 2013. Current projections indicate that the highest exhibition industry growth should be achieved in the Americas during the next twelve months. As a whole, the industry remains remarkably dynamic proving that the exhibition media qualifies as one of the top marketing tools for companies aiming to develop their business.”

Full results of the 10<sup>th</sup> Global Barometer Survey can be freely downloaded at [www.ufi.org/research](http://www.ufi.org/research). The next UFI Global Barometer Survey will be conducted by UFI in June 2013.

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*Note: At the beginning of 2009, UFI decided to assess the impact of the economic downturn by developing a “Crisis Barometer” based on the perceptions of our UFI members. Today, this survey has evolved to become the Global Barometer bi-annual report drawing on input from UFI members in 85 countries and including identical surveys for the USA conducted by SISO (Society of Independent Show Organizers), for Central and South America by AFIDA (Asociación Internacional de Ferias de America) and by EXSA (Exhibition and Events Association of Southern Africa) of their respective members. It should be noted that while the number of replies to this survey provides solid representative results, the consolidated regional results may not reflect the situation of specific countries in that region.*

*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 the business interests of its members and the exhibition industry. UFI represents over 600 member organisations in 85 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.*

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