

## 2012 European Fair Statistics provide certified figures for 23 countries

**July 31, 2013 – Paris:** The latest edition of the Euro Fair Statistics report, published today, contains the certified statistics of 2 494 exhibitions from 23 European countries for 2012. Compiled by UFI, the Global Association of the Exhibition Industry, these statistics were collected by thirteen official national bodies and include exhibitions covering over 24,8 million square metres of registered rented space.

Paul Woodward, UFI Managing Director, stated that, “marketers need good quality, reliable data to ensure that their budgets are spent effectively. So, we are pleased to have been able to draw together this certified data from most of the big exhibition markets in Europe. We are also pleased to have been able to expand the scope of the report this year with the addition of data from Belgium and Luxemburg.”

In 2012, the events covered in this report had 679 789 exhibitors and registered a total attendance of 67,2 million visitors. 36% of the exhibitions were targeted at trade visitors, 35% at public visitors and 29% at both target groups. UFI estimates that the trade fairs included in this report represents half of the European exhibition market in terms of net rented space.

In addition to expanding geographic coverage, UFI will use this data to further develop some metrics per industry sector. Trends at both regional and global levels will also be developed using the data from this report.

The complete 2012 Euro Fair Statistics study and other UFI studies may be downloaded at no cost on the UFI website at [www.ufi.org/research](http://www.ufi.org/research).

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*The 2012 edition of the Euro Fair Statistics report includes data collected by the following thirteen organizations:*

*AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, FUTFO (Finland), OJS (France), SFC (Sweden), RUEF (Russia) and UCCET (Turkey).*

*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 630 member organisations in 85 countries around the world. Over 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 on UFI, its programmes and services, please go to [www.ufi.org](http://www.ufi.org)

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