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## UFI produces report on Asia/Pacific exhibitions market

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*June 10, 2005 – Paris/Hong Kong:* UFI has produced a new, comprehensive study of the exhibitions market in Asia. The research report was compiled for UFI by Business Strategies Group (BSG).

The 67 page report provides detailed information on the development of exhibitions and supporting facilities in 13 markets: China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. It includes an estimate of the size of the market at the end of 2005 and forecasts for growth in 2005.

Ruud van Ingen, UFI President, commented, "UFI recognised the growing importance of the Asian region to our members last year when we opened our Hong Kong office. An important part of the service we offer is to help the industry understand better these fast-growing markets. There has been very little solid research available until now".

As an added-value service, each UFI member will be entitled to receive a 6 page executive summary of the research and to purchase the full report at a substantial discount.

The report has been edited by UFI Asia/Pacific Regional Manager and BSG Principal, Paul Woodward. He commented, "we have been building our database of exhibition industry activity over the past five years. This report is the culmination of that effort and we look forward to it becoming an annual publication which will allow the industry leaders who are UFI members to track the growth of our industry in Asia.

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*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 286 member organisations, including the world's leading show organisers and fairground owners, 39 professional associations and 17 industry partners, UFI is present in 72 countries in 162 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world on an annual basis.*

*BSG was founded in 2000 and has since become the respected source for business intelligence and strategy consulting in the Asia Pacific region with a specific focus on business media and trade fairs. Paul Woodward, BSG's founder, brings almost 20 years of Asian trade fair experience to the new UFI office*

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