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Global Exhibition Barometer Identifies Regional Differences

Paris, January 14, 2010: At the beginning of 2009, UFI, the Global Association of the Exhibition Industry, decided to assess the impact of the economic downturn by developing a “Crisis Barometer” based on the perceptions of UFI members in 82 countries. For the USA, an identical survey was conducted by SISO (Society of Independent Show Organizers) and for Central & South America by AFIDA (Asociacion Internacional de Ferias de America) of their respective members. Results of these surveys were published in February, May and August 2009. This tool now goes forward as the “Global Exhibition Barometer”, with 2 surveys planned per year.

The current Global Barometer survey, conducted in December 2009, provides new insights into the impact of the economic crisis on the exhibition industry and, for the first time since this survey was launched, identifies significant differences across the various regions of the world.

A “bottom-out” of the turnover decrease is anticipated in 2010, by a majority of respondents from all regions, except Europe. When looking more specifically at the combined results for the second half of 2009 and forecasts for 2010, 60% of European respondents declared decreases for all periods as compared to 32% in Asia/Pacific; 25% in the Middle East/Africa and only 8% in the Americas.

In 2009, in terms of operating profit, the Americas and Europe were more affected than the other regions, with 54% and 51% respectively of respondents experiencing a decrease of more than 10% of their 2008 operating profit, or even a loss. The same was felt by only 29% of respondents in Asia/Pacific and 11% in Middle East/Africa. For 2010, however, 41% of respondents in the Americas expect an increase of 10% or more, and the remainder anticipate a stable situation. Respondents from other regions have comparable expectations, except in Europe where only 19% of respondents expect an increase of 10% or more in 2010.

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Finally, a majority of respondents from the Americas and from Asia/Pacific believe that the global exhibition industry's economic recovery will occur in the second half of 2010. However, once again differences can be noted across the regions. A majority of respondents from Europe and Middle East/Africa believe this will not take place before 2011.

UFI's Managing Director, Vincent Gérard observed that, "It now appears that although all regions have been affected by the crisis, the impact is being felt with significant difference between regions, and sometimes also within regions. It's interesting to see that while the Americas and Europe appeared to be hardest hit by this economic crisis, the Americas seem first to recover."

Attached: Results of the Global Exhibition Barometer, January 2010

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 its members and the exhibition industry worldwide.

By promoting the unique characteristics of trade fairs, UFI:

- Provides an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences;
- Promotes trade fairs and exhibitions globally as a unique marketing and communications tool;
- Provides its members with valuable studies and research regarding all aspects of the exhibition industry;
- Offers educational opportunities and a variety of professional seminars; and
- Deals with issues of common interest to its members through regular meetings of its regional chapters and thematic working groups.

UFI represents 537 member organisations in 82 countries around the world. 844 of its members' exhibitions have earned the UFI Approved Event quality label.

UFI members are currently responsible for more than:

- 4,500 exhibitions, most of them being international;
- 50 million square metres of space rented annually;
- 1 million exhibitors each year;
- 150 million visitors annually.
- 12 million square metres gross rentable exhibition space.

For additional information, please click on: www.ufi.org.

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