



European Exhibition industry update

14 February 2024
Athens, Greece

Nick Dugdale-Moore
Regional Director – Europe
nick@ufi.org


Global association, regional offices

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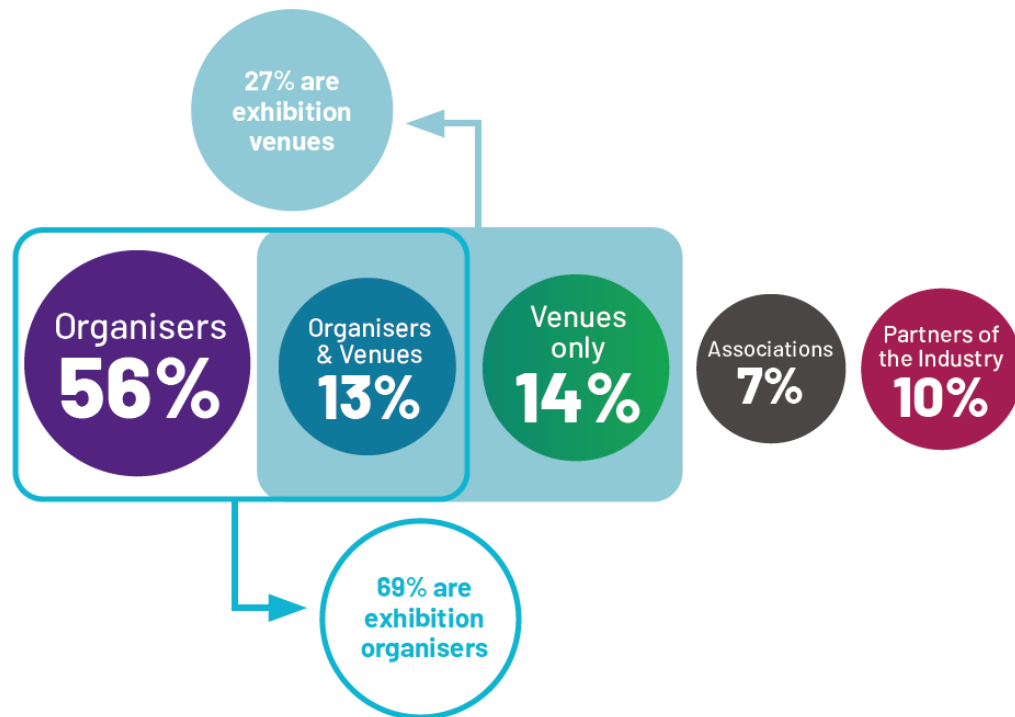


Who we represent

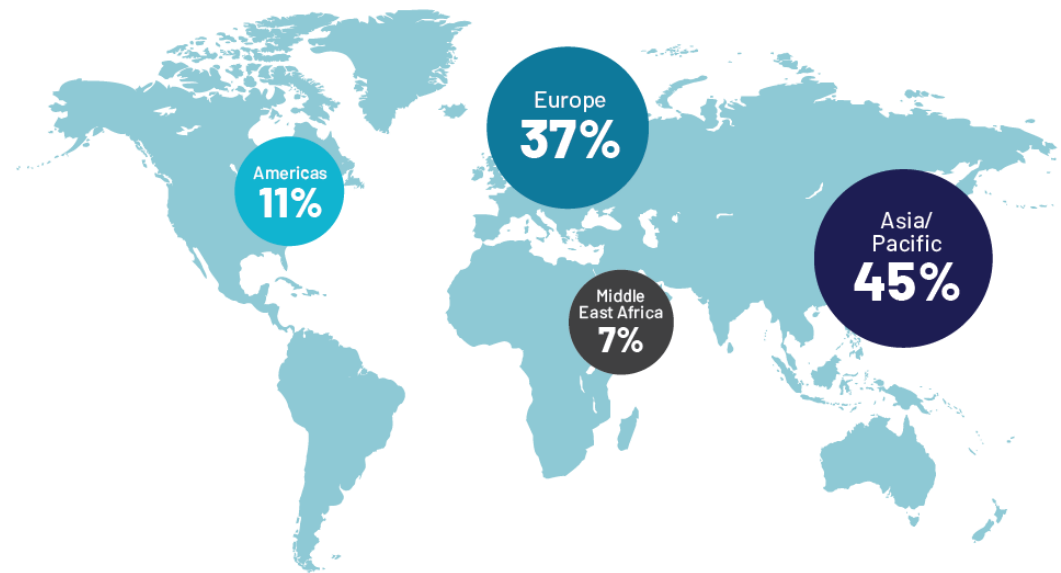
820 member organisations in 86 countries and markets around the world are presently signed up as members.

More than 900 UFI approved events proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

MEMBERS PER ACTIVITY



MEMBERS PER REGION



What we do



EVENTS

UFI events are key platforms to meet industry peers



EDUCATION

Access to high-range educational programmes and certification



RESEARCH

Access to industry resources and UFI publications



ADVOCACY

UFI advocates on behalf of the exhibition industry, globally

Global Reports



Analysing the global exhibition industry with global comparisons.

Global Barometer – Bi-annual report on industry developments.

World Map of Venues – Report on trends in venue space and project developments globally.

Economic Impact Study – Report on the value of exhibitions globally and regionally.

United Nations Sustainable Development Goals – Report on the economic, social & environmental impacts of a number of exhibition industry projects.

Regional Reports



Regular market overviews on UFI's chapter regions.

Euro Fair Statistics – Annual list of certified data for Europe by country.

The Trade Fair Industry in Asia – Annual analysis of market developments for Asia/Pacific by country.

The Exhibition Industry in MEA – Overview of the exhibition market in the MEA region.

The Exhibition Industry in Latin America – The first comprehensive overview by UFI of the exhibition industry Latin America.

Topical Reports



Focused reports on challenges and developments within the exhibition industry.

Global Visitor Insights & Global Exhibitor Insights – Data driven research reports on visitor feedback and exhibitor expectations.

Best Practices Compendiums – Case studies of successful industry developments.

Special Industry Topics – A wide ranging selection of bespoke reports into specific industry topics.

www.ufi.org/research

UFI Global Exhibition Barometer

32nd Edition

Report based on the results of a survey concluded in January 2024



Global



South Korea



Myanmar



Southern Africa



Mexico



Saudi Arabia



Australia



Argentina



Singapore



Brazil



Panama



US



Italy



Indonesia



Greece



United Kingdom



Uruguay



Thailand



Spain



Hong Kong



France



Asia



India



Peru



Japan



Central & South America



Macau



Colombia

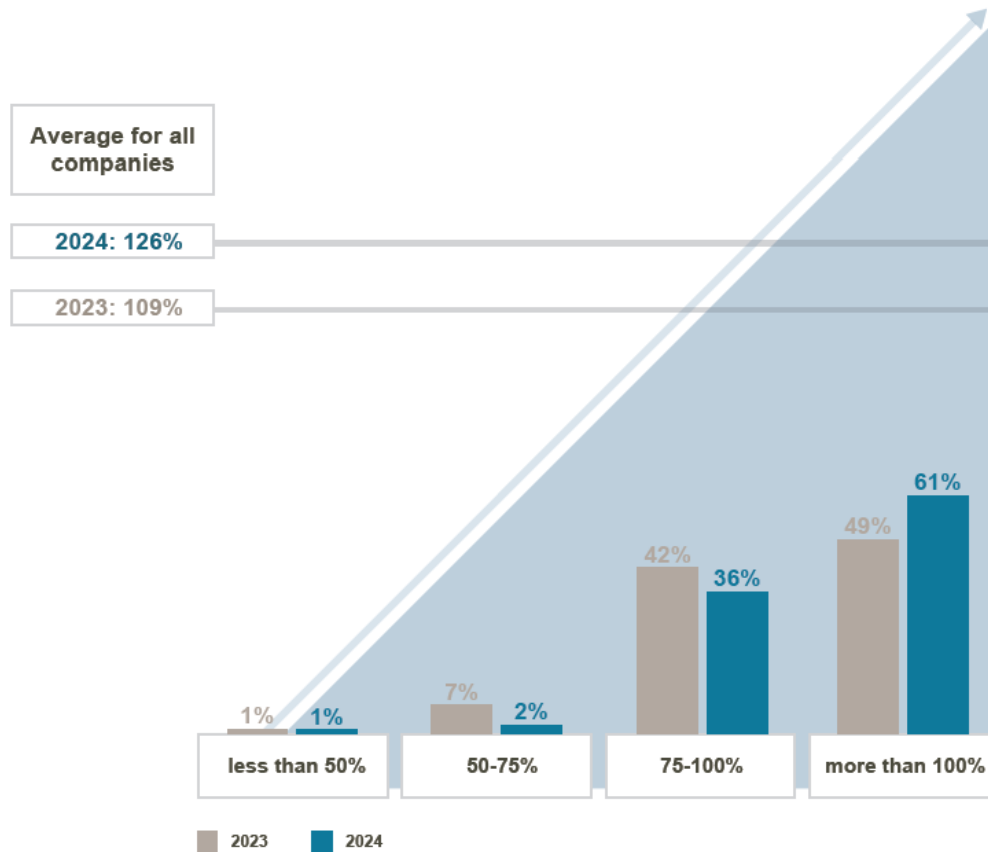


Malaysia

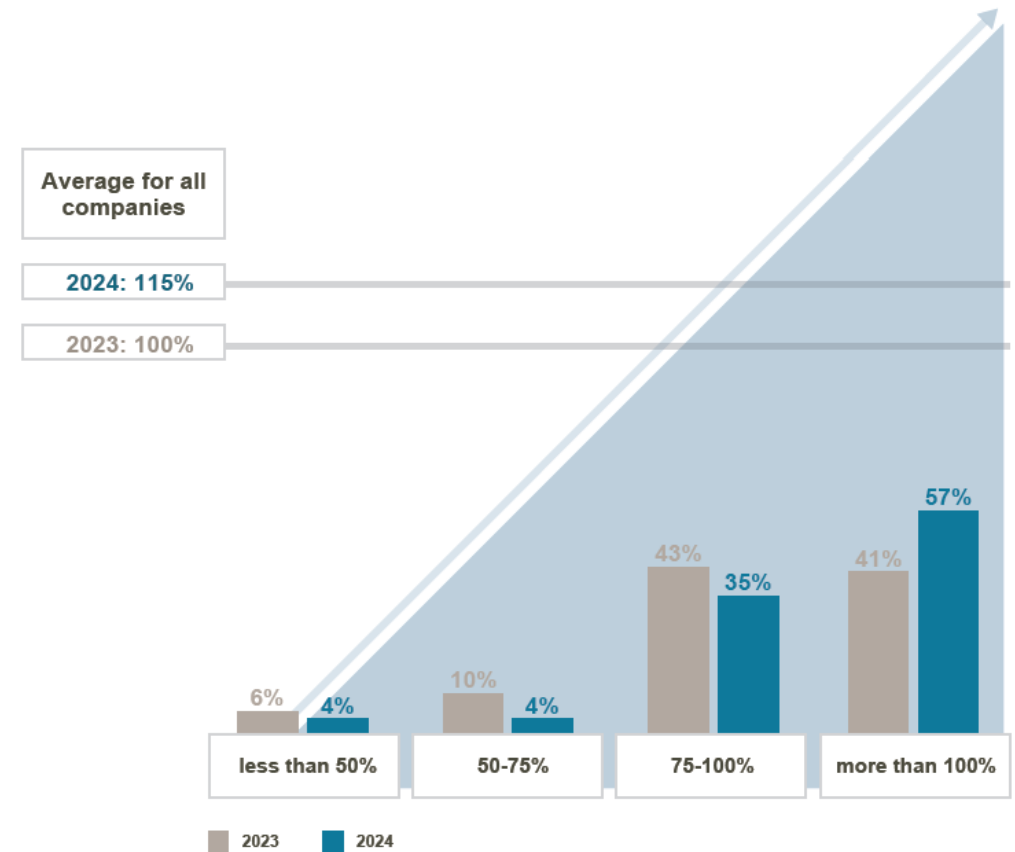


Revenue compared to 2019

Europe



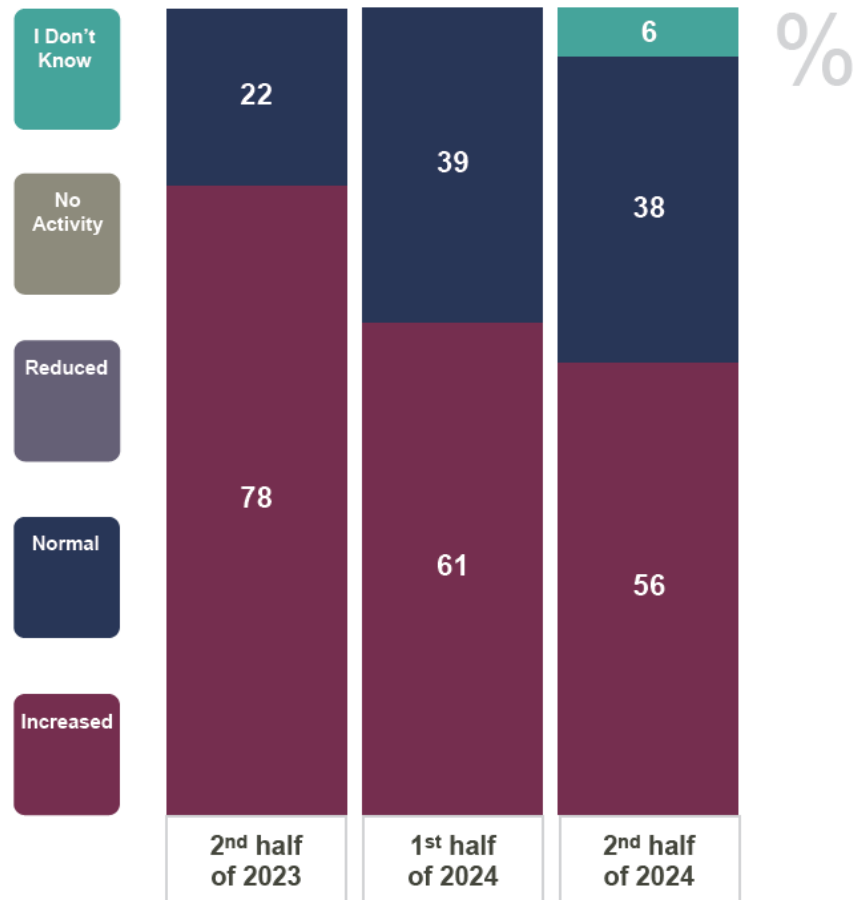
World



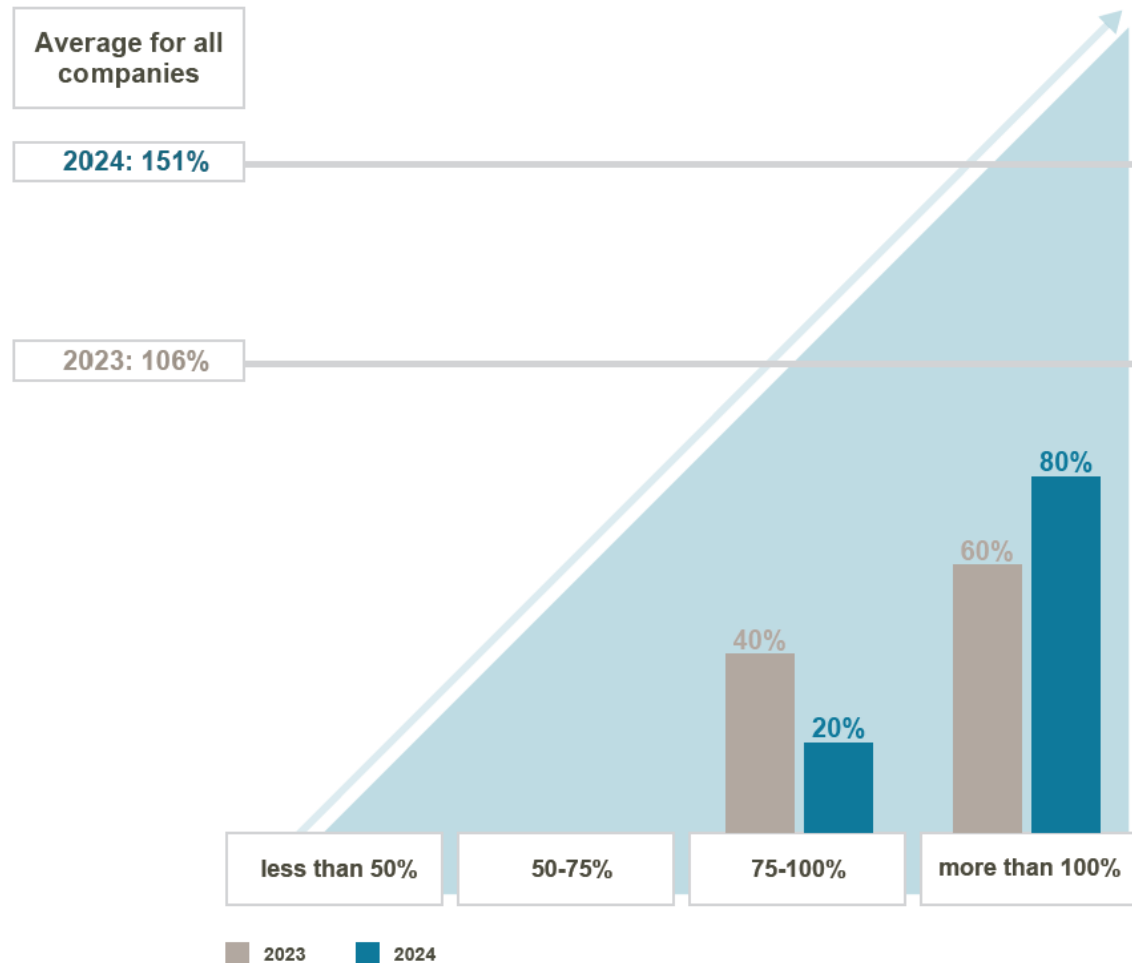
Detailed results for Greece



Situation of the industry operations in the 2nd half of 2023, and current predictions for 2024



Revenue compared to 2019

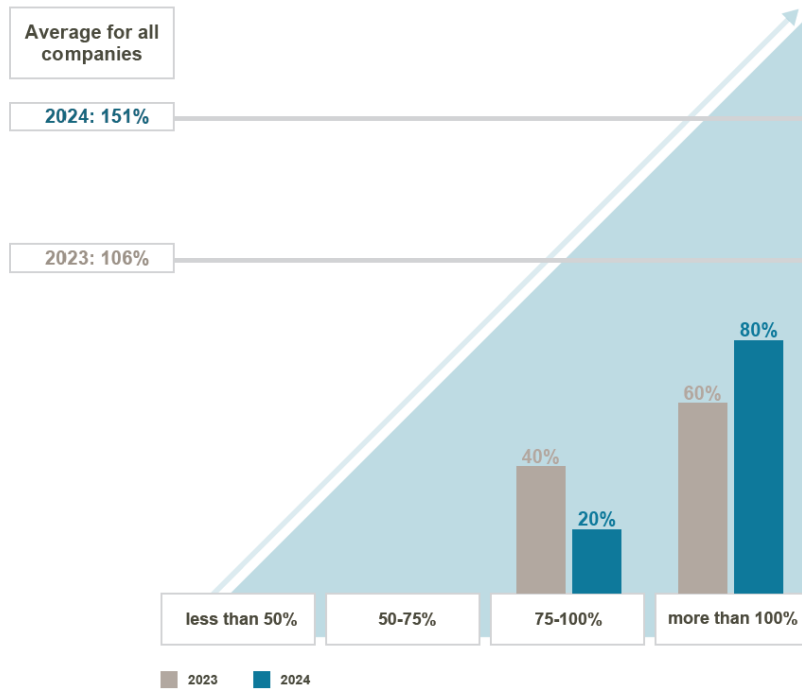


UFI Global Exhibition Barometer

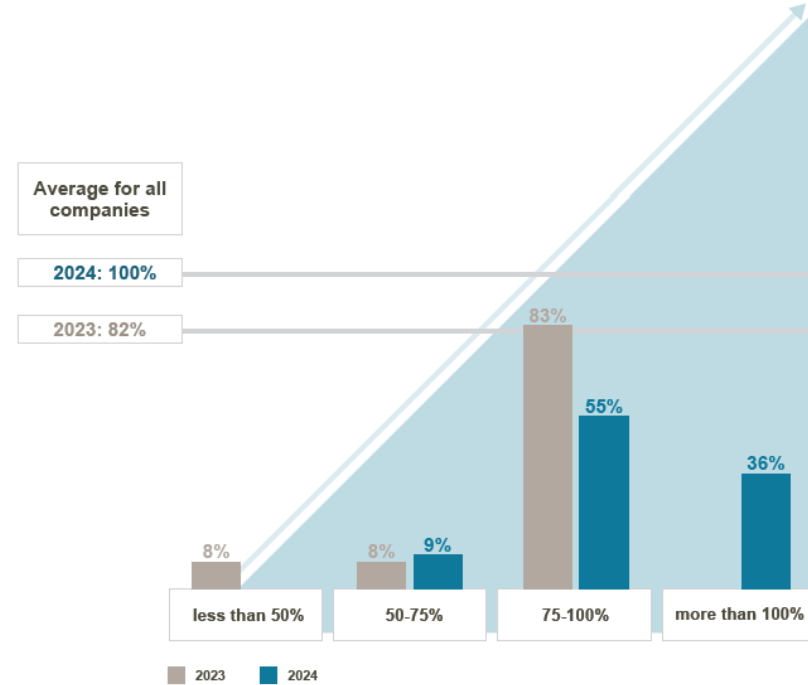

u fi The Global Association of the Exhibition Industry
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 Report based on the results of a survey concluded in January 2024



Revenue compared to 2019



Revenue compared to 2019

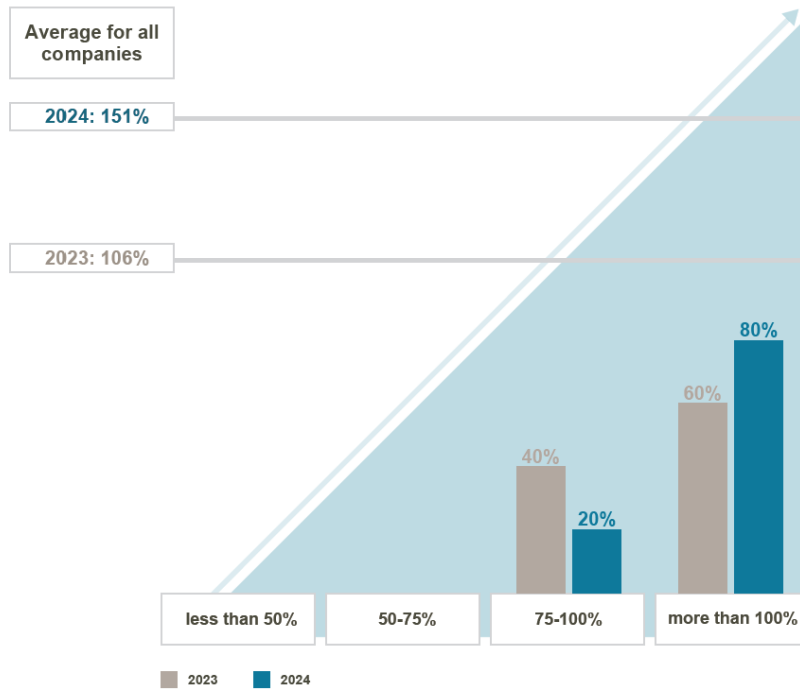


UFI Global Exhibition Barometer

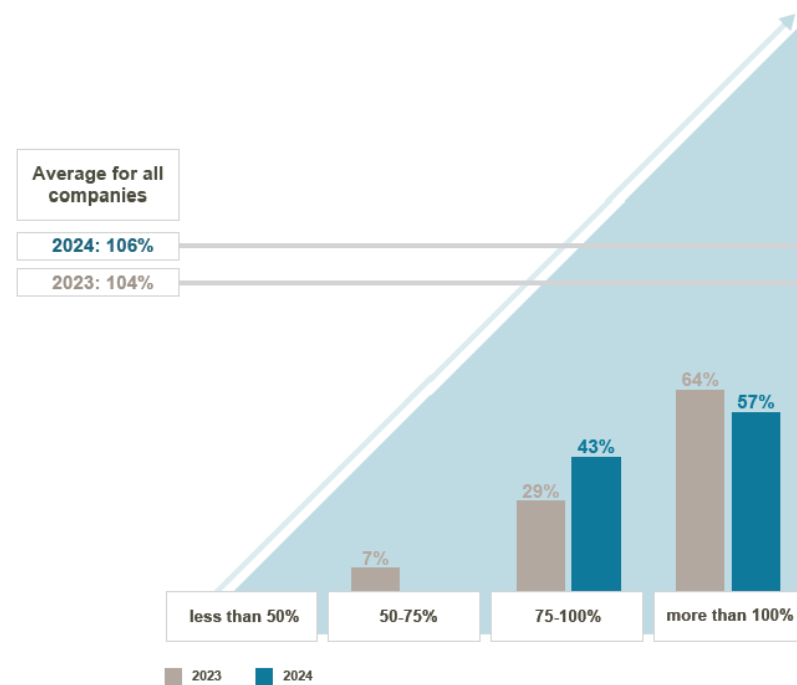

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Revenue compared to 2019



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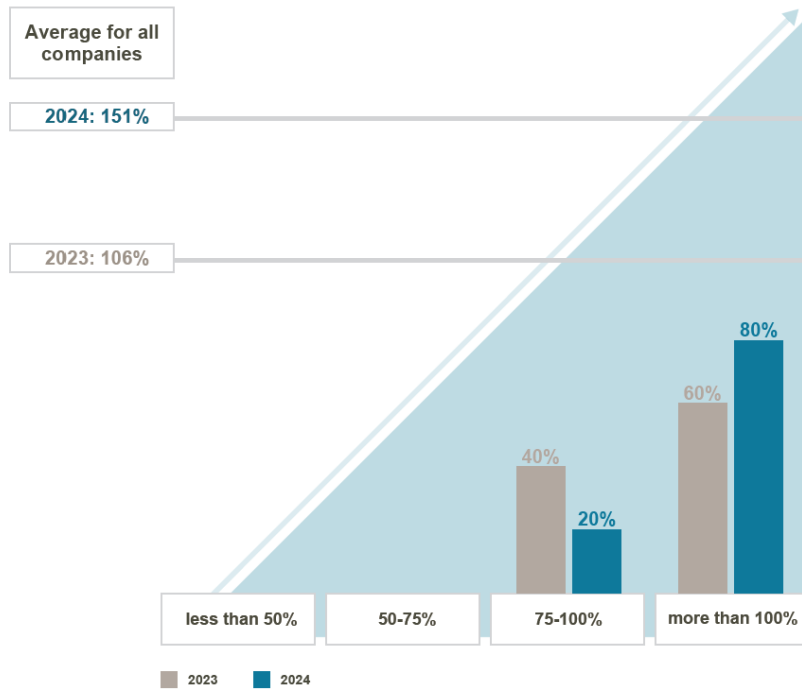


UFI Global Exhibition Barometer

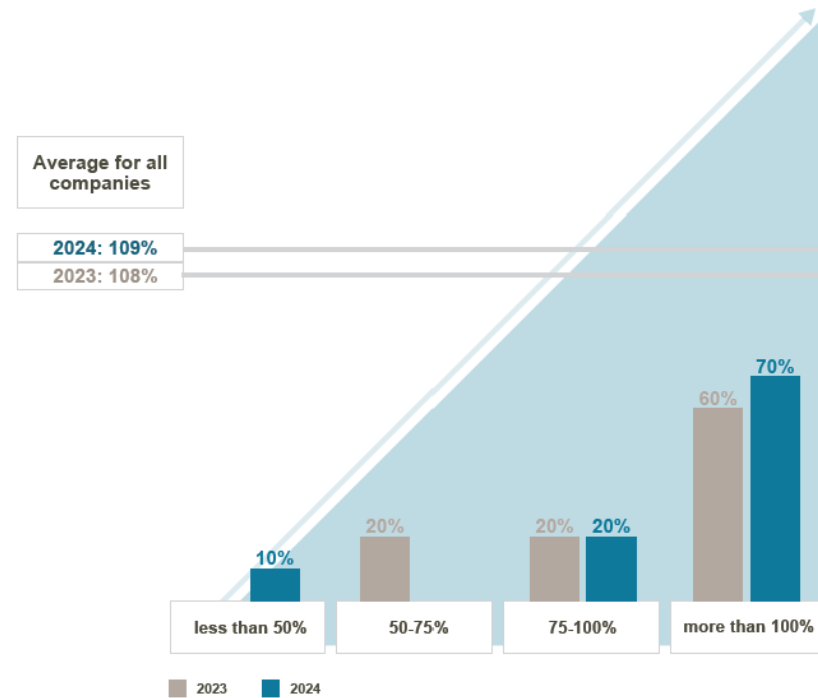
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Revenue compared to 2019



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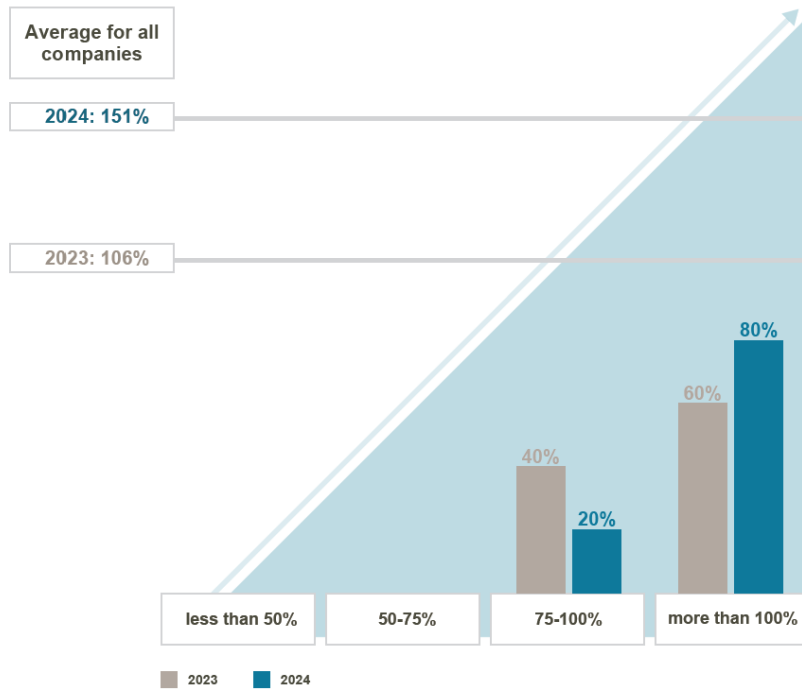


UFI Global Exhibition Barometer

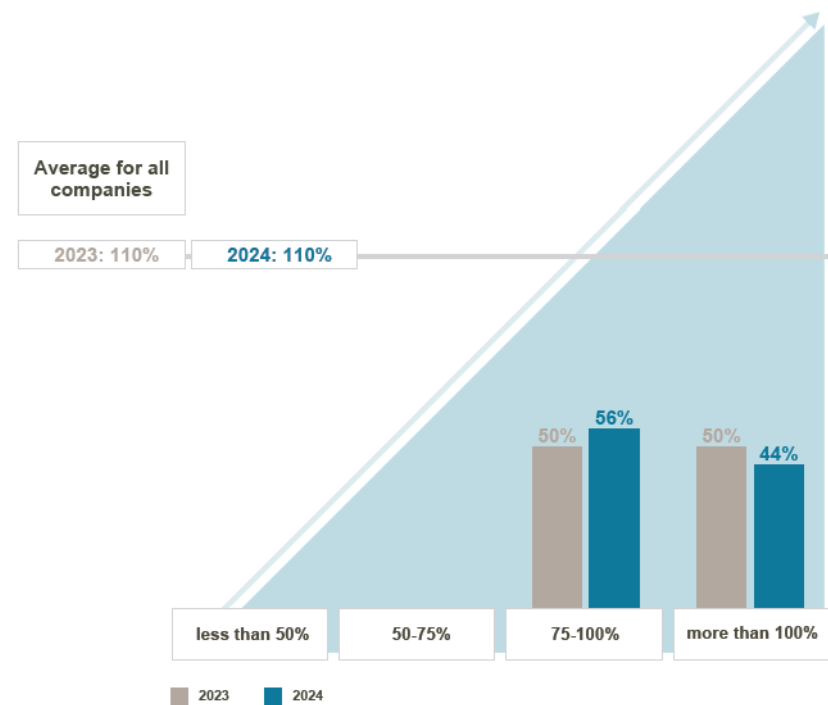

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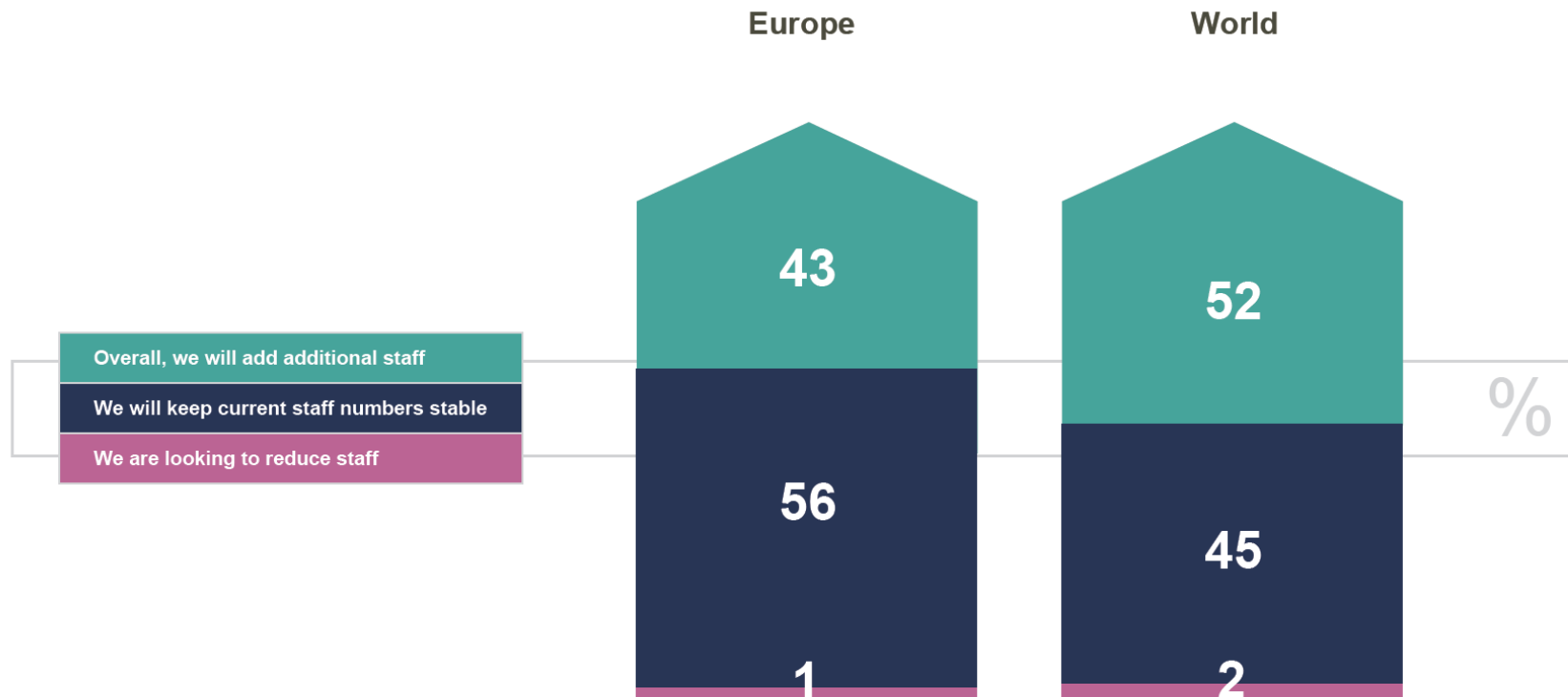
Revenue compared to 2019



Revenue compared to 2019

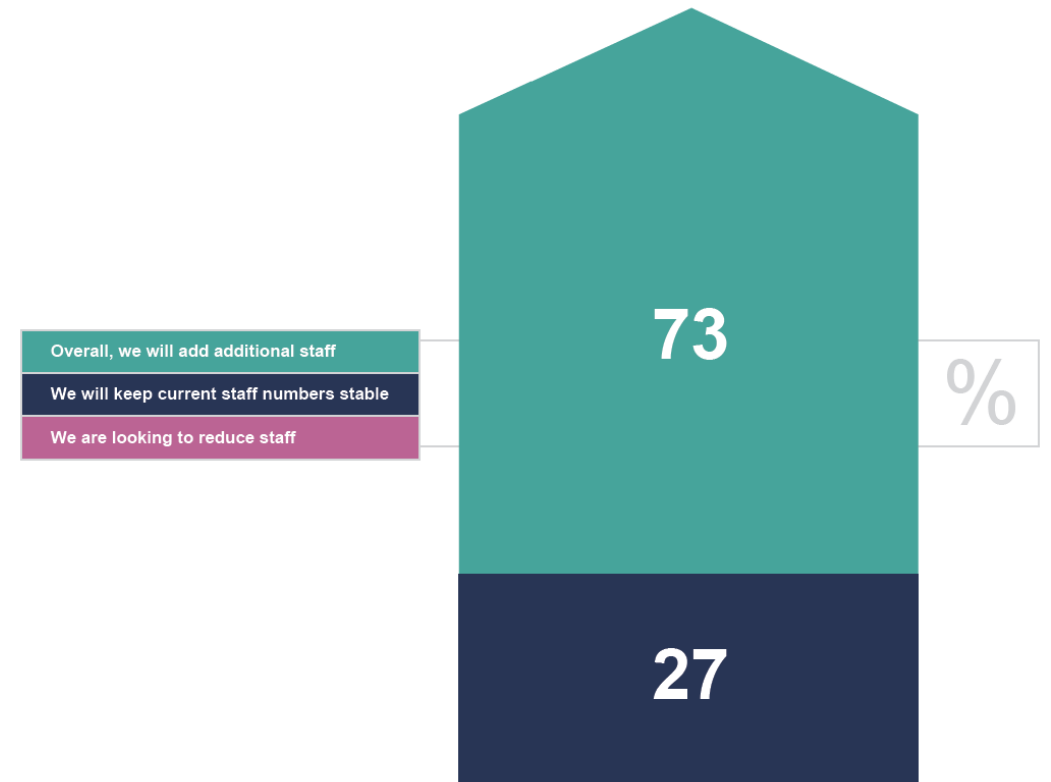
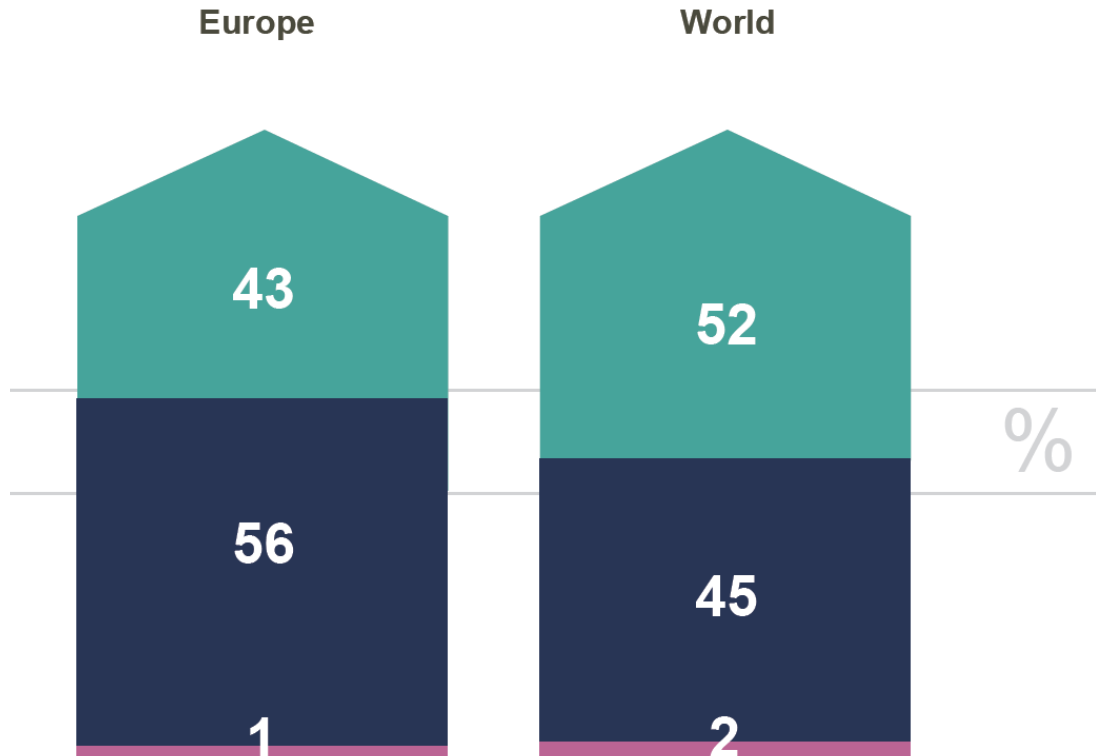


How do you plan to develop your workforce in the coming 6 months





How do you plan to develop your workforce in the coming 6 months



World Map of Exhibition Venues

2023 Edition

December 2023

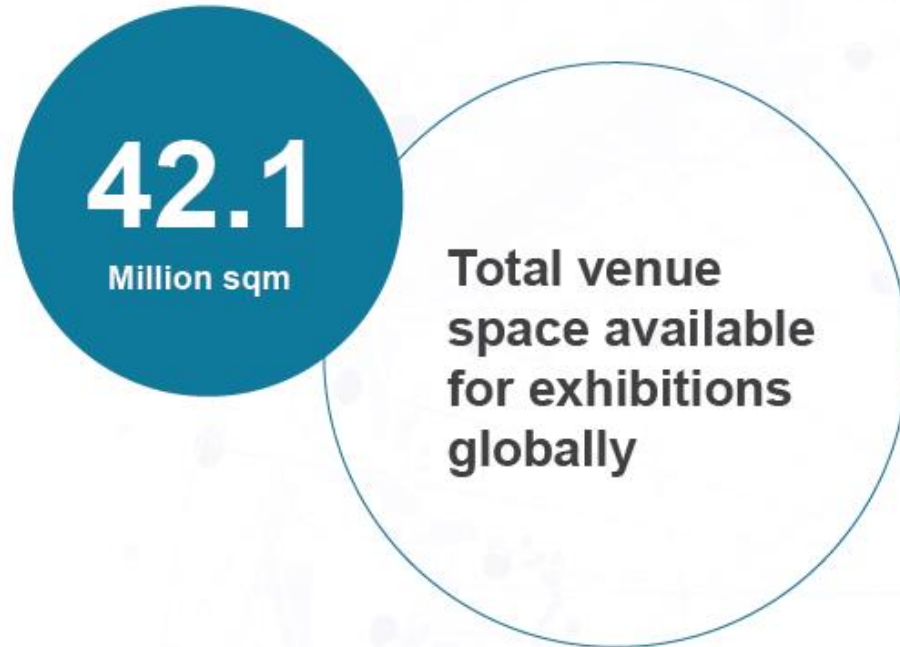
Report prepared by

JWVC

u fi The Global
Association of the
Exhibition Industry

The total indoor exhibition space worldwide reaches 42.1 million sqm for the year 2023 and 1,425 venues were identified.

Total venue space available globally



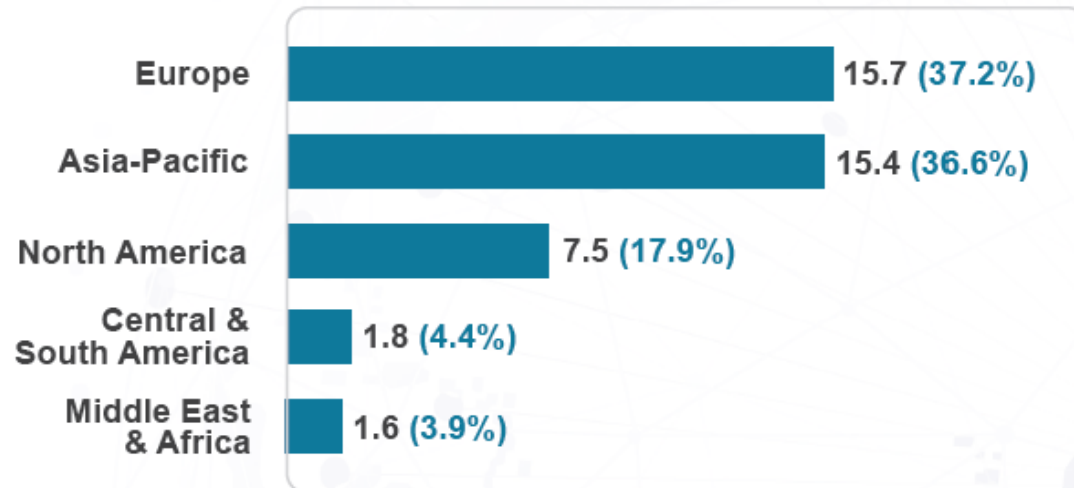
Total number of venues globally



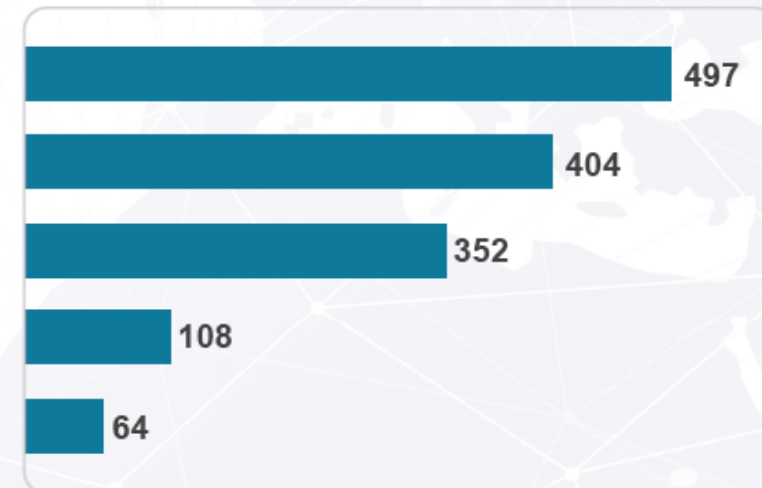
Europe is home to the most exhibition space globally (15.7 million sqm), closely followed by Asia-Pacific (15.4 million sqm). Regarding the number of venues, Europe also is home to the highest number of venues (497), followed by Asia-Pacific (404) and North America (352) respectively.

Venues and indoor exhibition space

Capacity
in million sqm (global share)



Number of venues



UFI World Map of Exhibition Venues

Regional profile - Europe

COUNTRIES/REGIONS WITH A MINIMUM OF 300,000 SQM OF TOTAL VENUE SPACE

Country	Total sqm	number of venues	% sqm
1 Germany	3,142,694	51	20.05%
2 Italy	2,430,390	48	15.50%
3 France	2,066,657	83	13.18%
4 Spain	1,664,387	54	10.62%
5 Russia (European part)	814,206	22	5.19%
6 Turkey	711,752	38	4.54%
7 The Netherlands	698,396	31	4.45%
8 United Kingdom	604,059	27	3.85%
9 Switzerland	457,000	15	2.91%
10 Poland	410,321	13	2.62%
11 Belgium	369,879	15	2.36%
12 Austria	321,092	11	2.05%

VENUES WITH A MINIMUM OF 100,000 SQM

1	Messe Hannover (Deutsche Messe)	Hannover	Germany	392,453
2	Messe Frankfurt	Frankfurt/Main	Germany	372,073
3	Fiera Milano (Rho Pero)	Milano	Italy	345,000
4	Koelnmesse	Cologne	Germany	285,000
5	Messe Duesseldorf	Duesseldorf	Germany	262,727
6	Paris Nord Villepinte	Paris	France	250,000
7	Feria Valencia	Valencia	Spain	223,090
8	Crocus Expo	Moscow	Russia (European part)	215,960
9	Porte de Versailles	Paris	France	212,545
10	Fira de Barcelona - Gran Via	Barcelona	Spain	203,106
11	Neue Messe Muenchen	Muenchen	Germany	200,000
12	BolognaFiere	Bologna	Italy	200,000
13	Feria de Madrid / IFEMA	Madrid	Spain	200,000
14	Expo Center City (Messe Berlin)	Berlin	Germany	190,000
15	The NEC	Birmingham	United Kingdom	182,000
16	Nuernberg Messe	Nuernberg	Germany	180,000
17	Investimenti S.p.A. / Fiera di Roma	Roma	Italy	167,000
18	Verona Fiere	Verona	Italy	155,000
19	EUREXPO	Lyon	France	142,935
20	MCH Messe Schweiz (Basel) AG	Basel	Switzerland	141,000
21	Ptak Warsaw Expo	Warszawa	Poland	129,199
22	Rimini Fiera - Italian Exhibition Group	Rimini	Italy	129,000
23	Fiere di Parma	Parma	Italy	120,000
24	Tuyap Fair and Congress Center	Istanbul	Turkey	120,000
25	Messe Stuttgart	Stuttgart	Germany	119,800
26	Feria de Zaragoza	Zaragoza	Spain	118,391
27	Fira de Barcelona - Montjuic	Barcelona	Spain	118,011
28	Brussels EXPO	Brussels	Belgium	115,000
29	Veletthy	Brno	Czech Republic	112,207
30	RAI Amsterdam	Amsterdam	The Netherlands	112,200
31	Leipziger Messe	Leipzig	Germany	111,300
32	ExCeL London	London	United Kingdom	110,411
33	Messe Essen	Essen	Germany	110,000
34	Bilbao Exhibition Centre / BEC	Bilbao	Spain	108,000
35	Palexpo Geneva	Geneva	Switzerland	106,000
36	Porto Antico di Genova	Genova	Italy	105,600
37	Expocentre Fairgrounds	Moscow	Russia (European part)	105,000
38	Poznań International Fair	Poznan	Poland	104,139
39	Jaarbeurs	Utrecht	The Netherlands	102,000
40	Istanbul Expo Center (IFM)	Istanbul	Turkey	100,000



Name of the venue	2022
TIF HELEXPO - Thessaloniki	62 000
Athens Metropolitan Expo S.A.	45 850
MEC - Mediterranean Exhibition Center	12 000
HELEXPO MAROUSSI	8 000
Peristeri National Centre	7 900
International Exhibition Center of Crete	6 500
Rodos Palace	5 000

Global Economic Impact of Exhibitions

2022 Edition

Produced by



Executive summary

Direct Impacts

353 million visitors



across more than 180 countries

€126 (\$141) billion in direct spending
(business sales)



representing spending to plan and produce exhibitions, exhibitions-related travel, and other direct spending, such as spending by visitors and exhibitors

€74 (\$82) billion in direct GDP



(gross domestic product)

1.4 million jobs



directly supported by exhibitions globally

Indirect &
Induced Impacts

Total Impacts

€299 (\$335) billion in total output
(business sales)



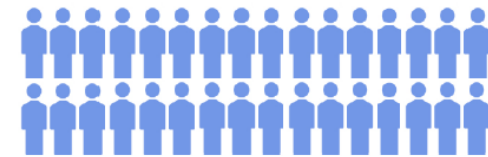
including direct, indirect, and induced output

€179 (\$201) billion in total GDP



including direct, indirect, and induced GDP impacts

3.4 million total jobs



directly and indirectly supported by
global exhibitions

€62,900 (\$70,400) of total output
per exhibiting company

€7,500 total impact per sqm (\$800 per sqf)
of venue gross indoor exhibition space

GDP comparisons

Amounts in billions of Euros, 2019

Rank	Country	GDP	Rank	Country	GDP	Rank	Country	GDP
1	United States	€ 19,087	31	Norway	€ 363	61	Kuwait	€ 122
2	China	€ 12,750	32	Nigeria	€ 359	62	Morocco	€ 107
3	Japan	€ 4,574	33	Ireland	€ 356	63	Ecuador	€ 97
4	Germany	€ 3,479	34	Israel	€ 355	64	Cuba	€ 94
5	United Kingdom	€ 2,573	35	South Africa	€ 347	65	Slovak Republic	€ 94
6	India	€ 2,505	36	Philippines	€ 336	66	Puerto Rico	€ 94
7	France	€ 2,439	37	Singapore	€ 335	67	Kenya	€ 90
8	Africa	€ 2,227	38	Malaysia	€ 326	68	Ethiopia	€ 83
9	Italy	€ 1,797	39	Hong Kong, China	€ 324	69	Angola	€ 80
10	Brazil	€ 1,673	40	Denmark	€ 310	70	Dominican Republic	€ 79
11	Canada	€ 1,556	41	Egypt	€ 300	71	Sri Lanka	€ 75
12	Russia	€ 1,509	42	Vietnam	€ 293	72	Guatemala	€ 69
13	South Korea	€ 1,475	43	Colombia	€ 289	73	Oman	€ 68
14	Spain	€ 1,244	44	Bangladesh	€ 269	74	Luxembourg	€ 63
15	Australia	€ 1,238	45	Pakistan	€ 261	75	Bulgaria	€ 62
16	Mexico	€ 1,135	46	Chile	€ 250	76	Myanmar	€ 61
17	Indonesia	€ 1,000	47	Finland	€ 240	77	Ghana	€ 61
18	Netherlands	€ 813	48	Czech Republic	€ 226	78	Libya	€ 60
19	Saudi Arabia	€ 718	49	Romania	€ 222	79	Panama	€ 60
20	Turkey	€ 678	50	Portugal	€ 214	80	Costa Rica	€ 58
21	Switzerland	€ 654	51	Peru	€ 206	81	Belarus	€ 57
22	Taiwan	€ 546	52	Iraq	€ 201	82	Croatia	€ 56
23	Poland	€ 533	53	New Zealand	€ 188	83	Uruguay	€ 55
24	Iran, Islamic Rep.	€ 519	54	Greece	€ 183	84	Tanzania	€ 54
25	Thailand	€ 486	55	Exhibitions globally	€ 179	85	Cote d'Ivoire	€ 52
26	Belgium	€ 478	56	Kazakhstan	€ 157	86	Uzbekistan	€ 50
27	Sweden	€ 477	57	Qatar	€ 157	87	Macao, China	€ 49
28	Argentina	€ 407	58	Algeria	€ 153	88	Lithuania	€ 49
29	Austria	€ 397	59	Hungary	€ 146	89	Slovenia	€ 49
30	United Arab Emirates	€ 373	60	Ukraine	€ 137	90	Lebanon	€ 48

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54

Greece

€ 183

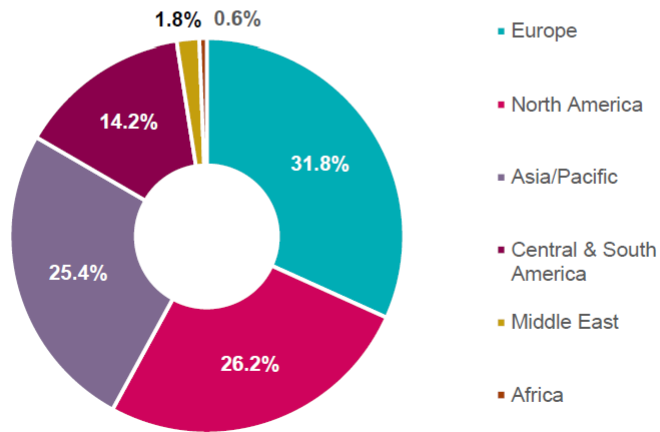
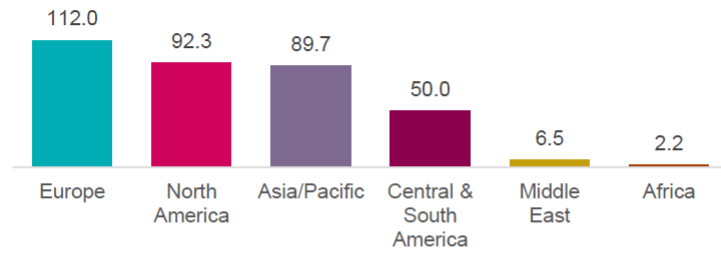
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Exhibitions globally

€ 179

Exhibitions visitors

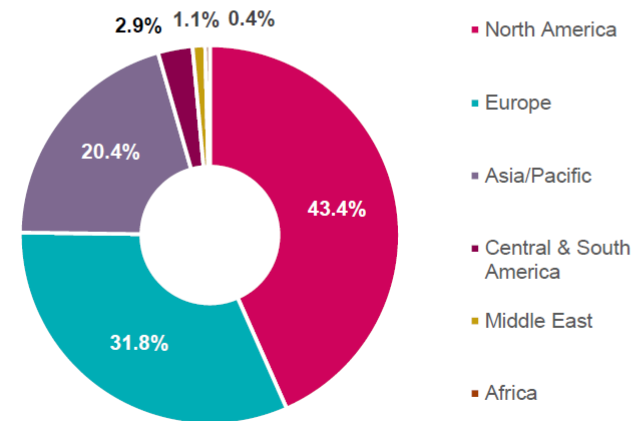
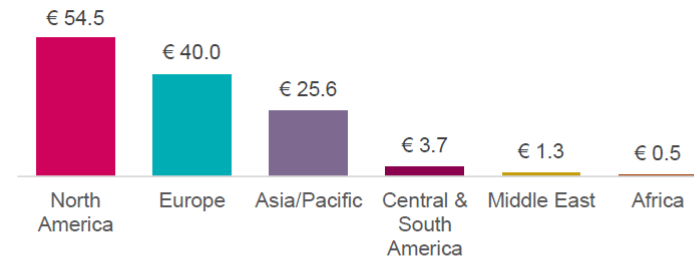
Exhibitions visitors by region
(millions of visitors, 2019)



Source: UFI (2021)

Exhibitions direct spending

Exhibitions direct spending by region
(In billions, Euros, 2019)



Source: Oxford Economics (2021)



GLOBAL EXHIBITIONS DAY 5 JUNE 2024

GLOBALEXHIBITIONSDAY.ORG

EXHIBITIONS
ARE CATALYSTS TO
SUSTAINABLE FUTURES 

CELEBRATE #GED2024 WITH US ON 5 JUNE 2024

ευχαριστώ πολύ

14 February 2024
Athens, Greece

Nick Dugdale-Moore
Regional Director – Europe
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