



Associazione Esposizioni e Fiere Italiane
Italian Exhibition & Trade Fair Association

Press

EURO FAIR STATISTICS 2016 published

AEFI PRESENTS

THE 2016 TRENDS IN ITALIAN INTERNATIONAL EXHIBITIONS

Rimini, 27 September 2017 - The [AEFI – Italian Exhibition and Trade Fair Association](#) – presents the trends, overall and for each sector, in the **2016 Italian international trade fairs**, elaborated through analysis of the data gathered by the Interregional Trade Fair Coordination Body to produce Euro Fair Statistics.

UFI, the Global Association of the Exhibition Industry, publishes Euro Fair Statistics each year with the data recorded from European trade fairs, a tool that highlights the trends in the sector at both national and European level.

This year's edition contains the certified data of **2,590 international exhibitions held in 2016 in 25 European countries**: in addition to Italy, Austria, Belgium, Bulgaria, Croatia, Finland, France, Germany Luxembourg, Moldavia, Montenegro, the Netherlands, the Principality of Monaco, Poland, Portugal, Czech Republic, Romania, Russia, Slovenia, Spain, Switzerland, Sweden, Turkey, Ukraine and Hungary.

In total, the European exhibitions considered recorded around 724,488 exhibitors and 71.6 million visitors, occupying about 27.4 million square metres (an 11% increase with respect to 2015).

The report also shows that 38% of the events examined were addressed to professional visitors, 30% to the general public and 32% to both targets.

As far as **Italy** is concerned, data was recorded from **185 international exhibitions** in 2016, which occupied a total **area of 3.45 million square metres**.

The trends in the sectors of greatest interest for the 185 international exhibitions in terms of exhibitors were textiles-clothing-fashion, food-beverages-hospitality and sports-hobbies-entertainment-art. As far as visitors are concerned, the performance of trade fairs was significant, followed by sports-hobbies-entertainment-art and cars-motorbikes. Analysis of the number of exhibitions shows the textiles-clothing-fashion sector in first place, sports-hobbies-entertainment-art second and jewellery-watches-accessories third. As regards exhibition space, on the other hand, heading up the table are the textiles-clothing-fashion fairs, followed by sports-hobbies-entertainment-art and cars-motorbikes.

The data represents an excellent analytical tool for identifying the sectors to keep under control.

[AEFI - Associazione Esposizioni e Fiere Italiane](#), a private non-profit Association, was established in 1983 with the goal of generating synergies between the most important Italian exhibition districts. AEFI would like to be seen as a privileged partner for operators and institutions alike, and its role is to support members through the development of activities and programmes in the sphere of training, marketing, promotion and research, as well as to provide services for trade fairs through the activities of its Committees: Exhibition Hub Technical Committee, Legal-Administrative Committee, Internationalisation Committee and Trade Fairs Network Committee.

On the internationalization front, AEFI supports members thanks to agreements with strategic markets. To date, partnerships have been agreed with Iran, Taiwan, Lebanon and India, with AmCham, the American Chamber of Commerce in Italy, and with CENTREX, the International Exhibition Statistics Union. A memorandum of understanding has been signed with SACE and SIMEST.

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AEFI has promoted the foundation of ISFCert, the Certification Institute for Exhibition Industry Statistics which, through rigorous methodologies, enables Italian organisers to present and recognise standardised data, in the name of transparency and reliability.

AEFI represents Italian trade fairs in UFI - Union of International Fairs. Chaired by Ettore Riello, AEFI includes 35 member exhibition districts, which organise over 1,000 events a year over an overall exhibition area of 4.2 million square metres. 92% of international trade fairs, and 85% of all trade fairs which take place each year in Italy, are held in AEFI-member exhibition districts.

www.aefi.it/Aefi/site/en/index

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Table 1
Italian international exhibitions 2016
Ranking by sector*

	EXHIBITION	NUMBER	RK	EXHIBITION AREA	RK	TOTAL EXH.	RK	OF WHICH FOREIGN	RK	TOTAL VISITORS	RK	OF WHICH FOREIGN	RK
1	Agriculture, Forestry, Zootechnics	13	6	262,959	8	5,014	6	972	11	635,806	5	85,031	7
2	Food, Beverages, Hospitality	20	4	267,921	7	10,278	2	978	10	763,256	4	176,199	2
3	Sport, Hobbies, Entertainment, Art	27	2	457,229	2	9,342	3	1,422	5	1,219,861	2	149,842	4
4	Business Services, Commerce	6	10	24,481	20	1,126	19	169	19	37,414	22	3,668	19
5	Construction, Infrastructure	9	7	237,414	9	3,998	9	1,678	4	298,145	10	112,406	5
6	Travel, Transport	3	16	41,085	18	3,037	13	813	14	79,542	17	2,517	21
7	Safety, Security, Fire prevention, Defence	2	19	12,066	23	213	23	152	20	65,086	20	3,523	20
8	Training, Education	2	19	51,552	16	1,638	15	1,002	9	168,730	15	13,185	15
9	Energy, Fuels, Gas	4	14	167,568	10	2,420	14	815	13	238,726	13	56,543	11
10	Environmental protection	5	12	59,428	15	1,494	16	178	18	99,330	16	10,281	16
11	Printing, Packaging, Packing	1	23	7,868	24	206	24	30	24	18,409	24	1,195	24
12	Furnishing, Interior design	9	7	350,274	4	4,930	7	1,157	8	447,631	7	228,866	1
13	Household goods, Games, Gifts	3	16	144,754	11	3,247	12	773	16	207,867	14	59,884	10
14	Beauty, Cosmetics	7	9	111,018	13	4,243	8	2,468	2	292,404	11	97,104	6
15	Real estate	0	26	0	26	0	26	0	26	0	26	0	26
16	Cars, Motorbikes	6	10	390,584	3	3,693	10	788	15	937,523	3	61,533	9
17	Chemistry	1	23	463	25	31	25	6	25	1,220	25	31	25
18	Electronics, Components	2	19	17,424	21	306	22	36	23	31,535	23	1,981	22
19	Industry, Technology, Mechanics	19	5	322,802	5	5,920	5	1,212	6	438,241	8	80,989	8
20	Aviation, Aerospace	0	26	0	26	0	26	0	26	0	26	0	26
21	IT and Telecommunications	3	16	13,248	22	544	21	60	22	69,529	19	1,780	23
22	Health, Hospital equipment	4	14	39,354	19	1,346	17	225	17	70,195	18	4,084	17
23	Optics	1	23	44,897	17	1,173	18	874	12	40,800	21	23,086	14
24	Jewellery, Watches, Accessories	21	3	278,257	6	8,600	4	2,215	3	281,689	12	53,765	12
25	Textiles, Clothing, Fashion	41	1	643,836	1	16,701	1	5,813	1	491,376	6	176,182	3
26	Transport, Logistics, Sailing	2	19	85,587	14	622	20	66	21	354,190	9	33,618	13
27	General	5	12	127,788	12	3,644	11	1,177	7	3,335,436	1	3,909	18

* Exhibitions classified in several sectors are counted in each

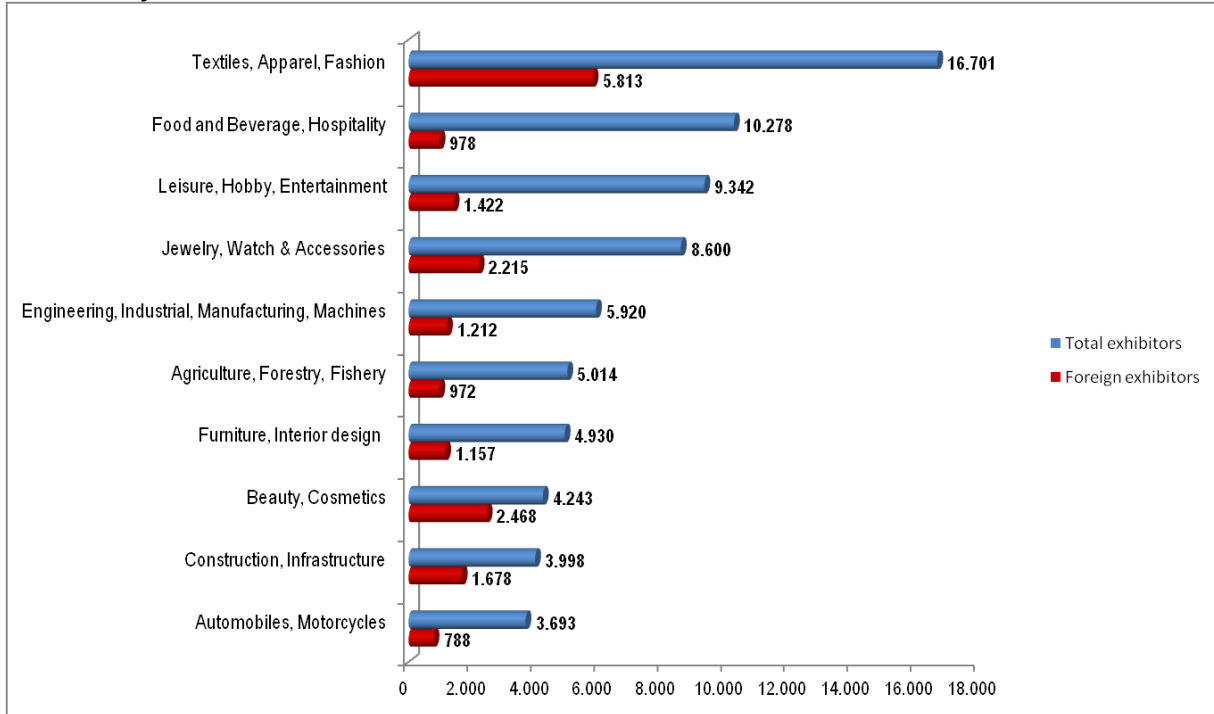
Source: AEFI elaboration of Interregional Trade Fair Coordination Body data for Euro Fair Statistics 2016, UFI 2017



Graph 1

Italian international exhibitions 2016

Exhibitors by main sectors*



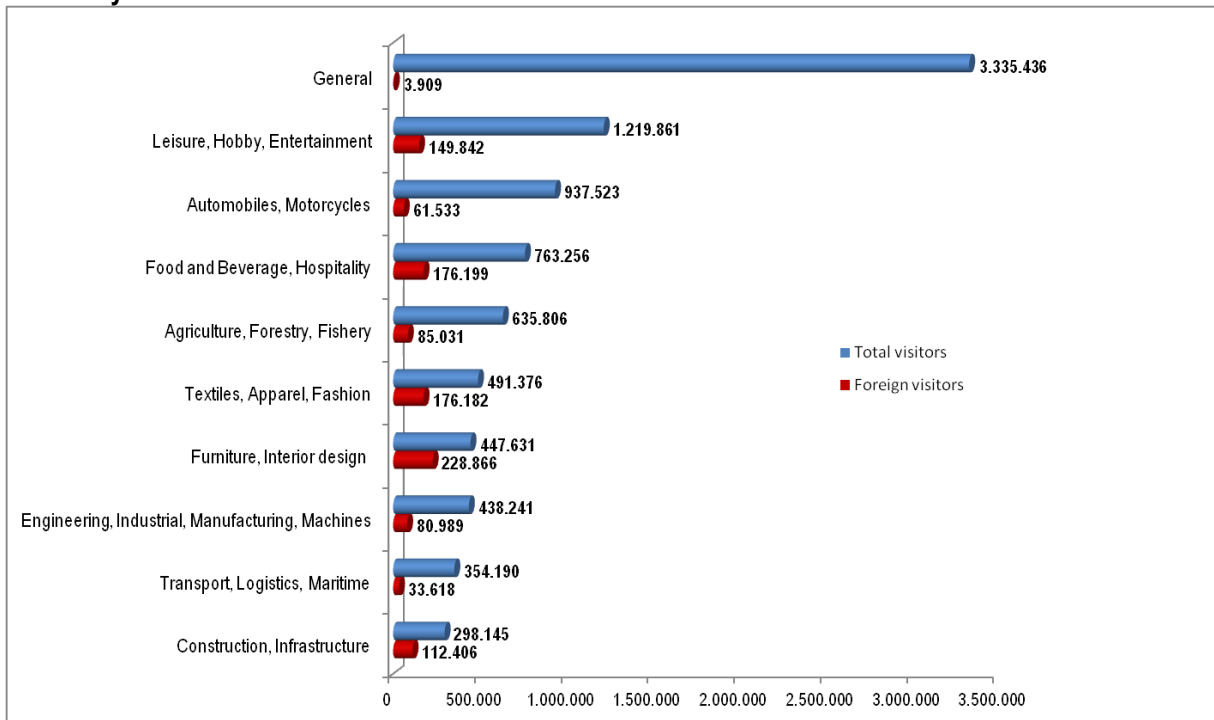
* Exhibitions classified in several sectors are counted in each

Source: AEFI elaboration of Interregional Trade Fair Coordination Body data for Euro Fair Statistics 2016, UFI 2017

Graph 2

Italian international exhibitions 2016

Visitors by main sectors*



* Exhibitions classified in several sectors are counted in each

Source: AEFI elaboration of Interregional Trade Fair Coordination Body data for Euro Fair Statistics 2016, UFI 2017