



Associazione Esposizioni e Fiere Italiane
Italian Exhibition & Trade Fair Association

Press

AEFI ECONOMIC OBSERVATORY ON THE TRADE FAIR SECTOR: Q2 2018 registers positive trends for European exhibitors and turnover

Rimini, 4 September 2018 - the 37th quarterly survey of trends in the Italian exhibitions industry, drawn up by the [AEFI-Associazione Esposizioni e Fiere Italiane](http://www.aefi.it) Economic Observatory for the period **April to June 2018**, is reporting - thanks to the positive and negative results reported by the 27 associates who participated in the analysis (*) - favourable trends for exhibitors, visitors and occupied surface area. These positive results – while modest in relation to Q1 2018 and the same period last year - can be ascribed above all to foreign participation, especially from the EU. The turnover trend was also positive.

Compared to the same period last year, figures for the **number of events** are reported to be stable for 59.28% of the exhibition districts participating in the analysis, with a slight downturn in the number of those reporting growth. The absence of changes highlights the stability of the system.

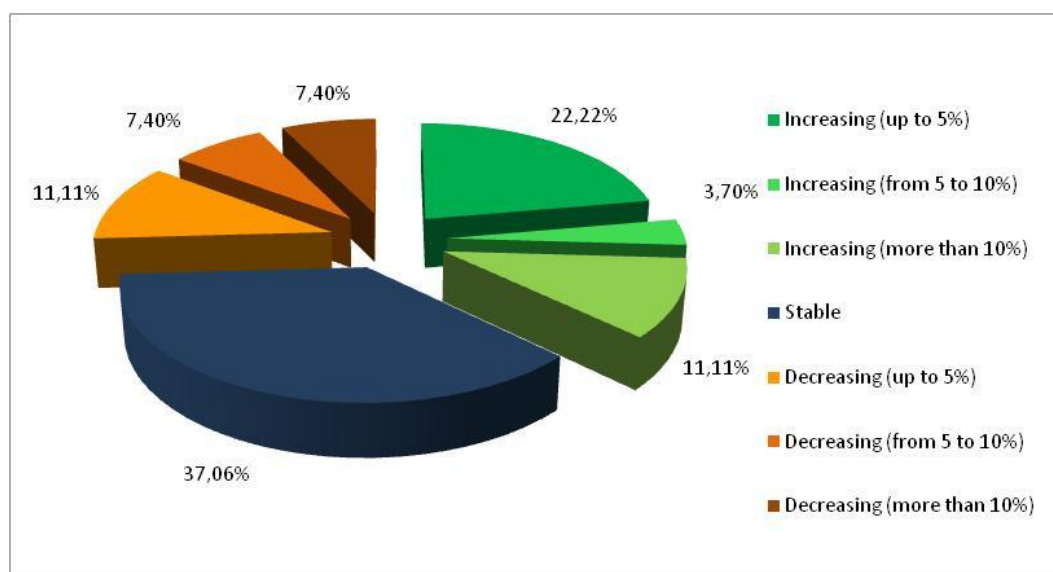
Although the figures are more modest, the **number of exhibitors** has grown, with a **final result of +11%**. In the quarter under consideration, 37.03% of associates participating in the survey reported growth; 37.06% reported stable results and only 25.91% reported a downturn.

When we look at the **origin of exhibitors**, it is clear that the number of **European exhibitors** is on the rise, with a **final result of**

+15%, although figures for Italian exhibitors are also very positive, up +11%. Non-EU exhibitors were less dynamic, with a balance of +4%.

TOTAL NUMBER OF EXHIBITORS

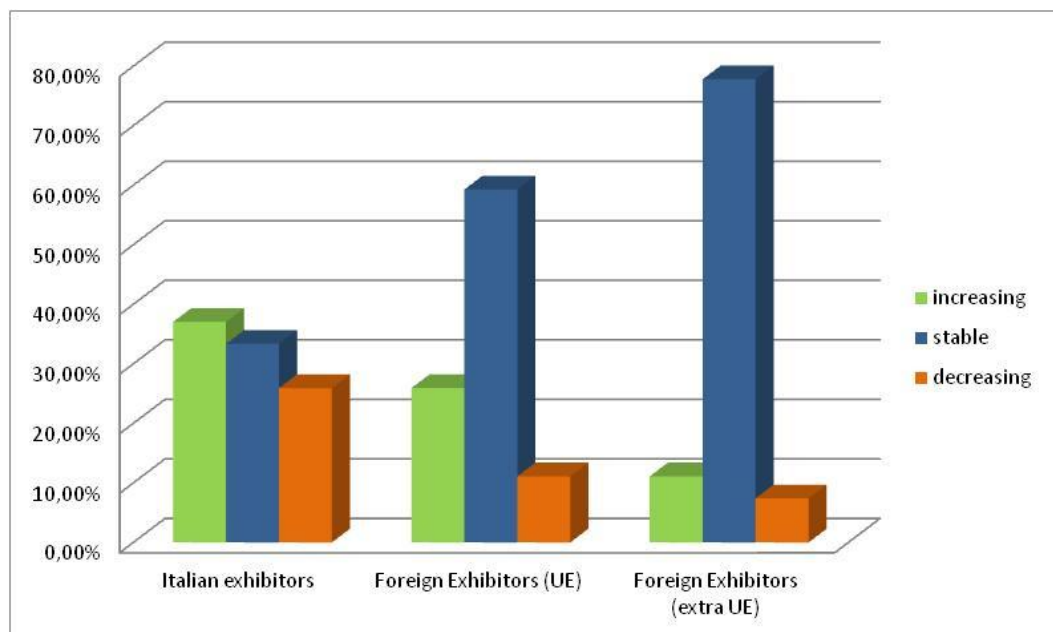
(April-June 2018 quarterly trend compared to April-June 2017)



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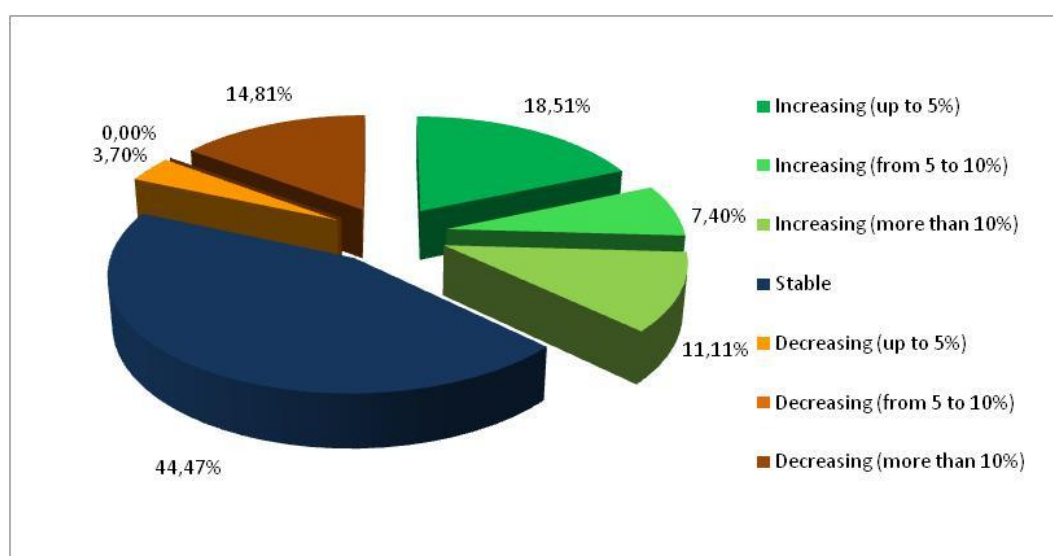
The **overall rented space** is substantially unchanged for 37.06% of participants, and growing for 33.32%. The **positive balance (+4%)** is due above all to **foreign exhibitors**, especially **European exhibitors**, with **growth of +7%**.

The data relating to the **flow of visitors** is unchanged for 38.46% of respondents, with the same percentage (30.77%) experiencing growth and contraction. Data for visitors from non-EU countries are more dynamic than the data relating to the origin of exhibitors.

The **trend** of turnover was particularly significant: growth for 37.02% of the districts that took part in the survey and a downturn for 18.51%, with an overall **positive balance of +19%**.

OVERALL QUARTERLY TURNOVER

(April-June 2018 quarterly trend compared to April-June 2017)





Expectations for Q3 are positive for the majority of associates participating in the survey, who are forecasting positive results for the number of events, exhibitors and occupied surface area. The uncertainty of the world economic outlook is reflected in less optimistic forecasts for the number of visitors attending events.

METHODOLOGICAL NOTE: The analysis is qualitative, in that it shows the trends in the sector according to the responses from the AEFI members who took part in the survey.

The positive and negative balances are not percentages of absolute values, but differences between the percentages of those who responded indicating improved and worsened situations.

[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, India, Thailand and South Africa, 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.

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. Nearly all international and national trade fairs which take place each year in Italy are held in AEFI-member exhibition districts.

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

For further information

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