



Associazione Esposizioni e Fiere Italiane
Italian Exhibition & Trade Fair Association

Press

2017 EURO FAIR STATISTICS published

AEFI PRESENTS THE 2017 TRENDS IN ITALIAN INTERNATIONAL EXHIBITIONS

Rimini, 9 October 2018 - [AEFI-Italian Exhibition and Trade Fair Association](#) presents the trends, overall and for each sector, in the **2017 Italian international trade fairs**, elaborated through the 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.

Thanks to the support of 14 bodies in the sector who deal with the collection and guarantee the quality of the statistics supplied, this year's edition contains certified data of **2,709 exhibitions held in 2017 in 24 European countries**: in addition to Italy, Austria, Belgium, Bulgaria, Croatia, Finland, France, Germany, Luxembourg, Moldavia, the Netherlands, the Principality of Monaco, Poland, Portugal, Czech Republic, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine and Hungary.

Overall, the European events taken into consideration recorded 703,060 exhibitors and 75,9 million visitors, occupying 27.6 million square metres (up 5% compared to 2016) which, according to UFI estimates, constitute approximately 60% of the total European exhibiting area.

The report also shows that 38% of the events examined were addressed to professional visitors, 31% to the general public and 31% to both targets.

As far as **Italy** is concerned, 2017 registered **188 international exhibitions** which in total occupied an area of approximately **3.5 million square metres** and animated more than 93,500 exhibitors and around 10 million visitors.

In terms of exhibitors, the sectors of greatest interest for the 188 Italian international exhibitions 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 food, beverages and hospitality. 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 furniture, interior design and sports-hobbies-entertainment-art.

For foreign visitors, the most attractive sectors are furniture, interior design; food, beverages, hospitality and textiles-clothing-fashion.

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.

Via Emilia, 155
47921 Rimini - RN
Tel. +39 0541 744229
Fax +39 0541 744512
info@aefi.it

www.aefi.it





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.

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For further information

AEFI International Relations

international@aefi.it

Table 1

2017 Italian international exhibitions

Ranking by sector*

	INDUSTRY SECTOR 2017	NUMBER	RK	TOTAL RENTED SPACE sqm	RK	EXHIBITORS TOTAL	RK	FOREIGN EXHIBITORS	RK	VISITORS TOTAL	RK	FOREIGN VISITORS	RK
1	Agriculture, Forestry, Fishery	15	6	160.584	11	3.759	11	936	13	366.254	8	29.048	10
2	Food and Beverage, Hospitality	20	3	442.871	4	13.429	2	1.864	6	1.137.989	3	224.646	2
3	Leisure, Hobby, Entertainment	30	2	452.021	3	10.145	3	2.128	5	1.474.518	2	168.420	4
4	Business Services, Retail	4	12	17.125	22	786	22	56	22	16.968	24	708	24
5	Construction, Infrastructure	8	8	280.409	7	4.481	8	1.705	7	375.405	7	110.083	6
6	Travel	4	12	33.903	20	831	21	176	19	93.478	17	3.305	20
7	Security, Fire Safety, Defense	3	17	82.861	15	1.531	16	280	17	141.559	16	8.721	18
8	Education	3	17	58.295	16	1.949	15	1.083	9	185.403	14	17.231	13
9	Energy, Oil, Gas	3	17	23.900	21	853	20	121	21	38.547	21	2.399	21
10	Environmental Protection	7	9	84.775	14	1.970	14	281	16	143.717	15	11.789	15
11	Printing , Packaging	1	22	8.159	24	209	24	22	24	19.732	23	1.350	23
12	Furniture, Interior design	10	7	497.846	2	7.056	5	2.140	4	521.959	5	236.771	1
13	Premium, Household, Gifts, Toys	4	12	163.405	10	3.751	12	797	14	234.194	12	10.006	16
14	Beauty, Cosmetics	7	9	116.283	13	4.491	7	2.599	2	293.940	10	110.849	5
15	Real Estate	0	25	0	25	0	25	0	25	0	25	0	25
16	Automobiles, Motorcycles	6	11	354.954	5	4.076	9	974	11	1.086.145	4	77.523	7
17	Chemistry	0	25	0	25	0	25	0	25	0	25	0	25
18	Electronics, Components	4	12	42.610	19	1.045	18	244	18	72.697	18	9.428	17
19	Engineering, Industrial, Manufacturing,	18	5	223.714	8	5.763	6	1.050	10	214.973	13	25.612	11
20	Aviation, Aerospace	0	25	0	25	0	25	0	25	0	25	0	25
21	IT and Telecommunications	1	22	10.396	23	333	23	48	23	32.975	22	1.352	22
22	Health, Medical Equipment	3	17	43.360	18	897	19	154	20	53.956	19	4.108	19
23	Optics	1	22	46.606	17	1.258	17	943	12	42.607	20	21.886	12
24	Jewelry, Watch & Accessories	20	3	291.012	6	8.724	4	2.456	3	290.605	11	70.515	8
25	Textiles, Apparel, Fashion	37	1	648.861	1	17.660	1	7.359	1	469.006	6	169.199	3
26	Transport, Logistics, Maritime	3	17	176.637	9	1.997	13	562	15	302.973	9	50.226	9
27	General	4	12	129.487	12	4.030	10	1.276	8	3.368.876	1	13.791	14

* Exhibitions classified in several sectors are counted in each

Source: AEFI elaboration of Interregional Trade Fair Coordination Body data for Euro Fair Statistics 2017, UFI 2018