

Italian Trade Fair System

Milan, 20 September 2012

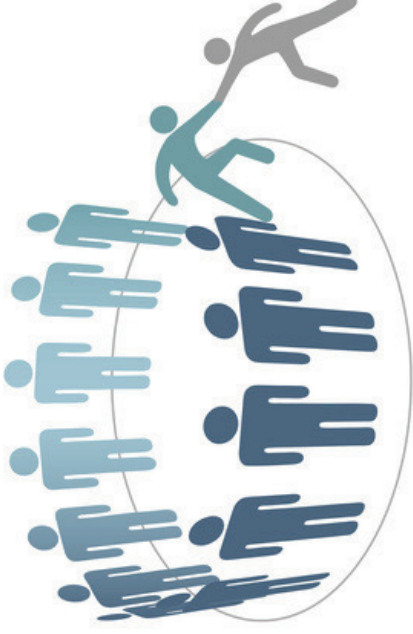
Exhibitions as a tool of industrial policy: scenarios and future of the Italian trade fair sector

From a UFI perspective (global)

By Sonia Thomas
UFI Director of Operations

What is UFI?

**UFI is the Global Association of the
Exhibition Industry, uniting the industry's
organizers, venues, associations and
partners of the industry**



UFI IMPACT

- **4,500 Exhibitions organised or hosted by UFI members**
- **Presence of UFI members in 86 countries including the 40 largest countries in terms of GDP**

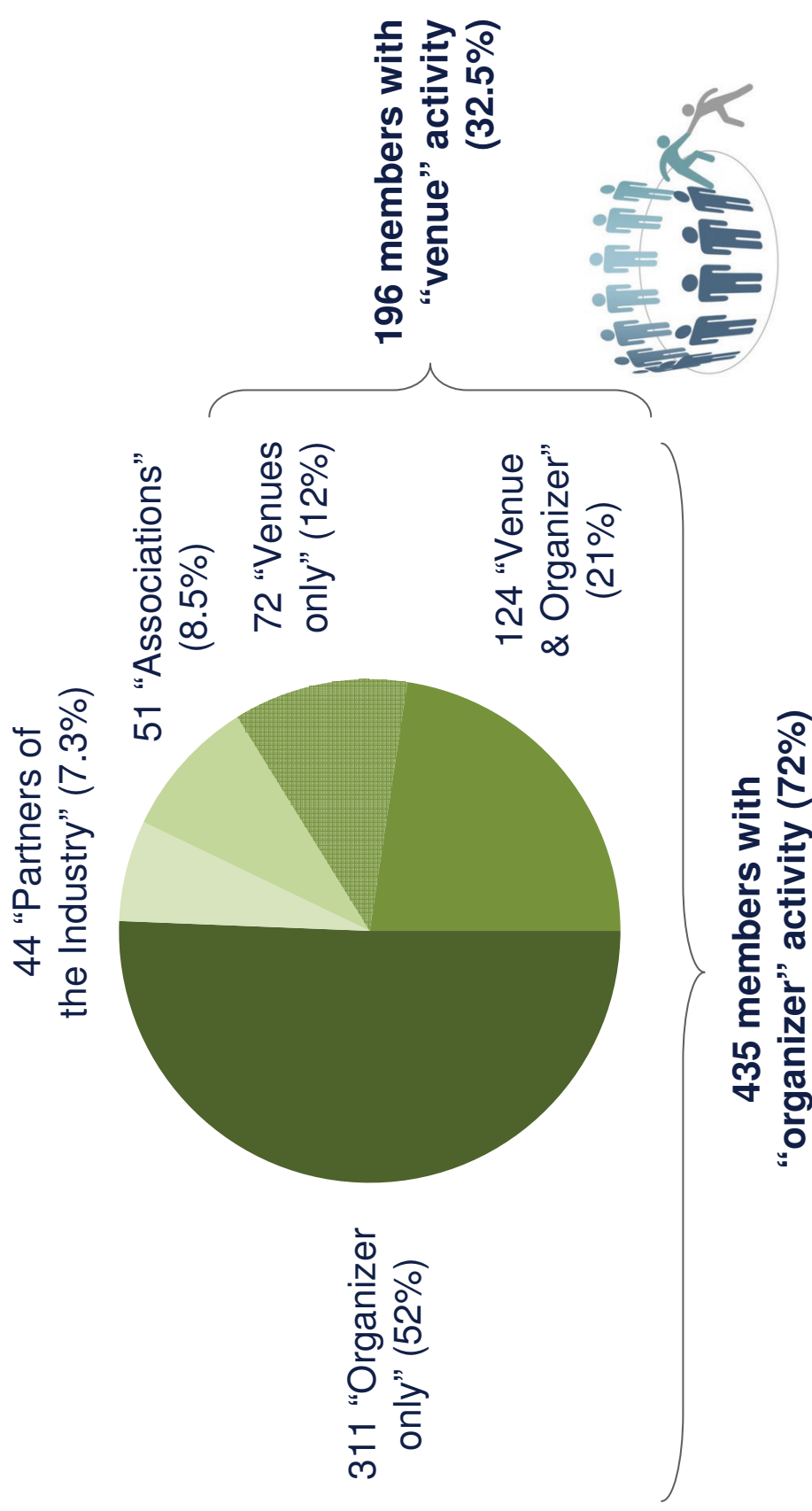
3 UFI Offices

Headquarters in Paris,

Regional Office Asia/Pacific in Hong Kong

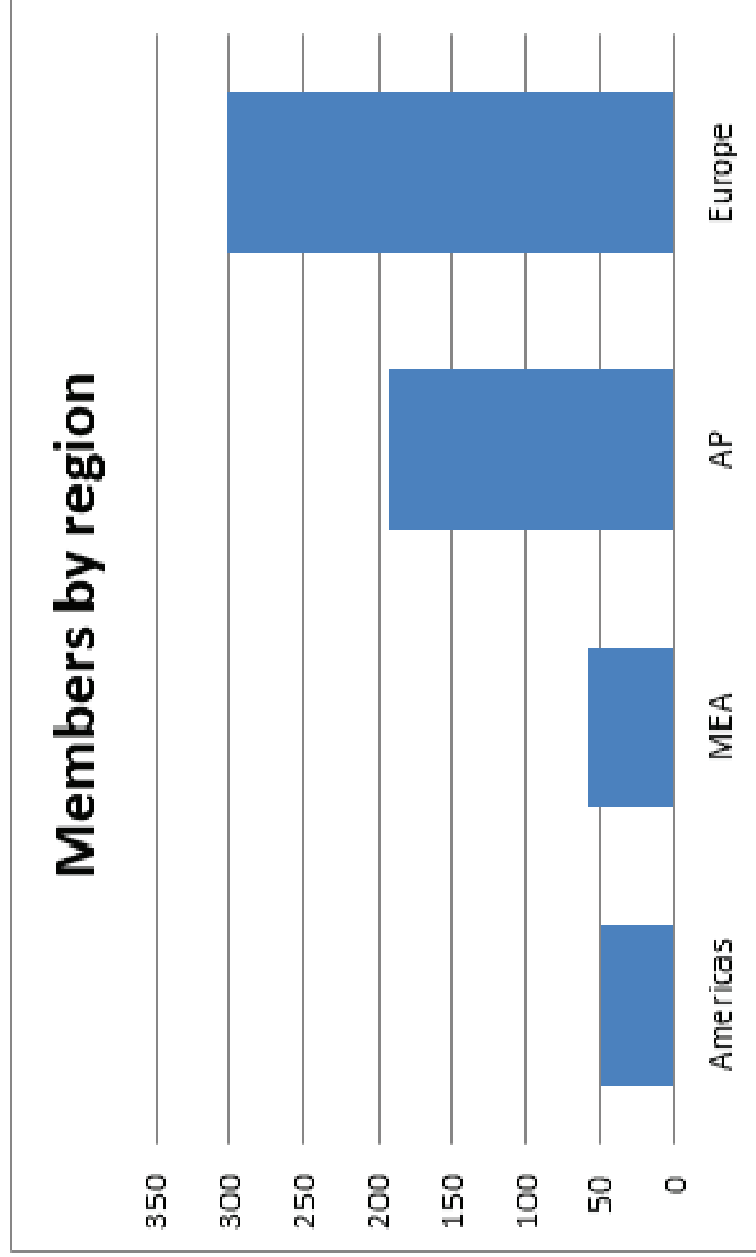
Regional Office in Middle East/Africa in Kuwait

602 Members

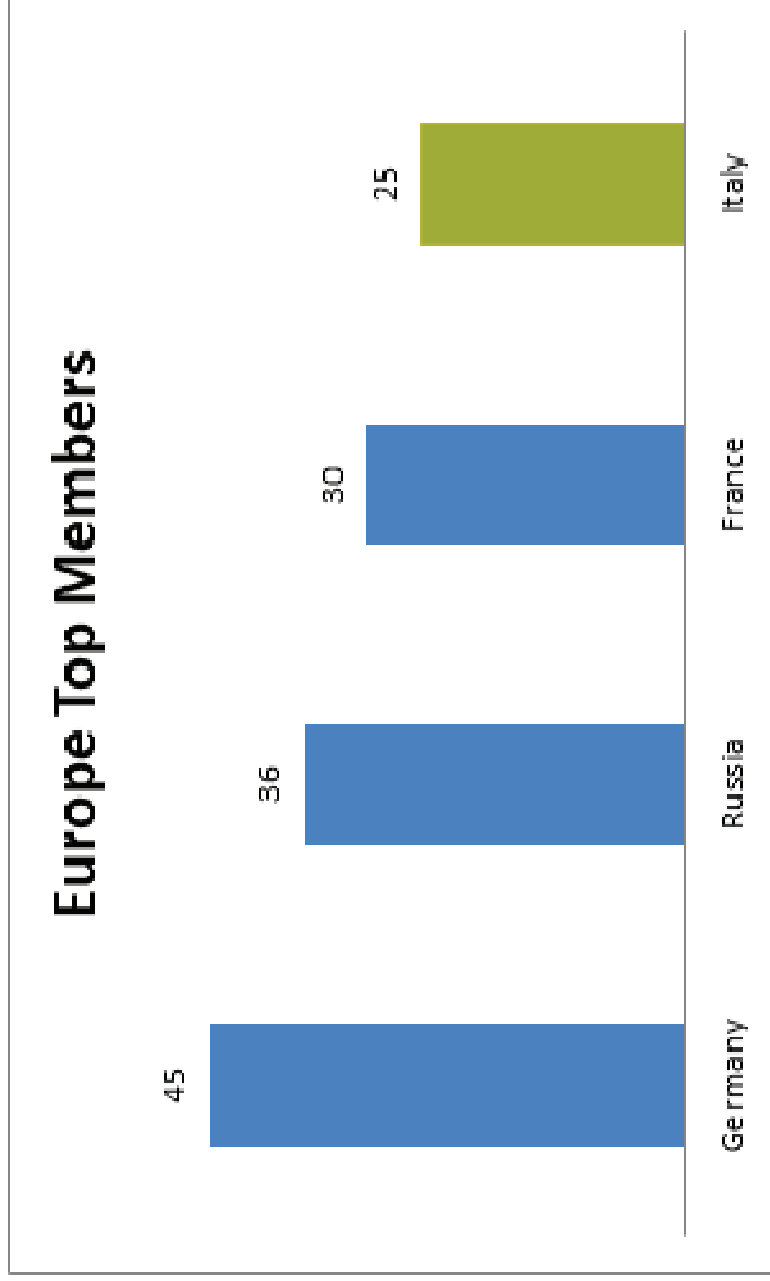


September 2012

UFI Membership



UFI Membership



Exhibitions are powerful tools

SMEs still find exhibitions the most effective way to promote their products and services, find new clients and open up new markets

- They have a strong need for new business.
- They have a strong need to identify and commercialise innovations.

Blockbuster major events continue to thrive

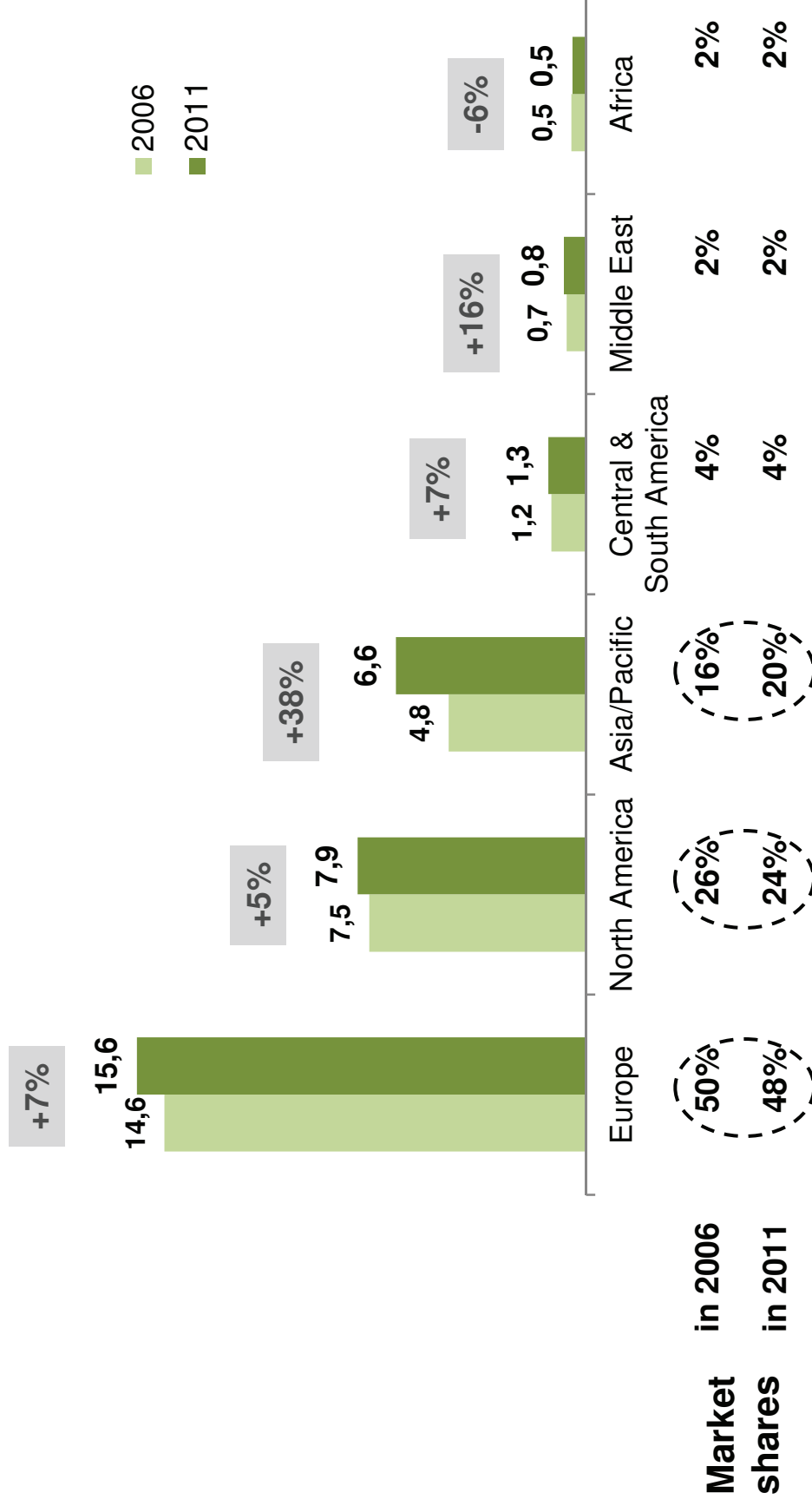
- Companies want to ‘wave the flag’ even in tough times.
- They become more conservative with marketing budgets.
- Safe choices are the top shows.

SMEs have been quoted as producing 70 percent of Italy’s GDP.

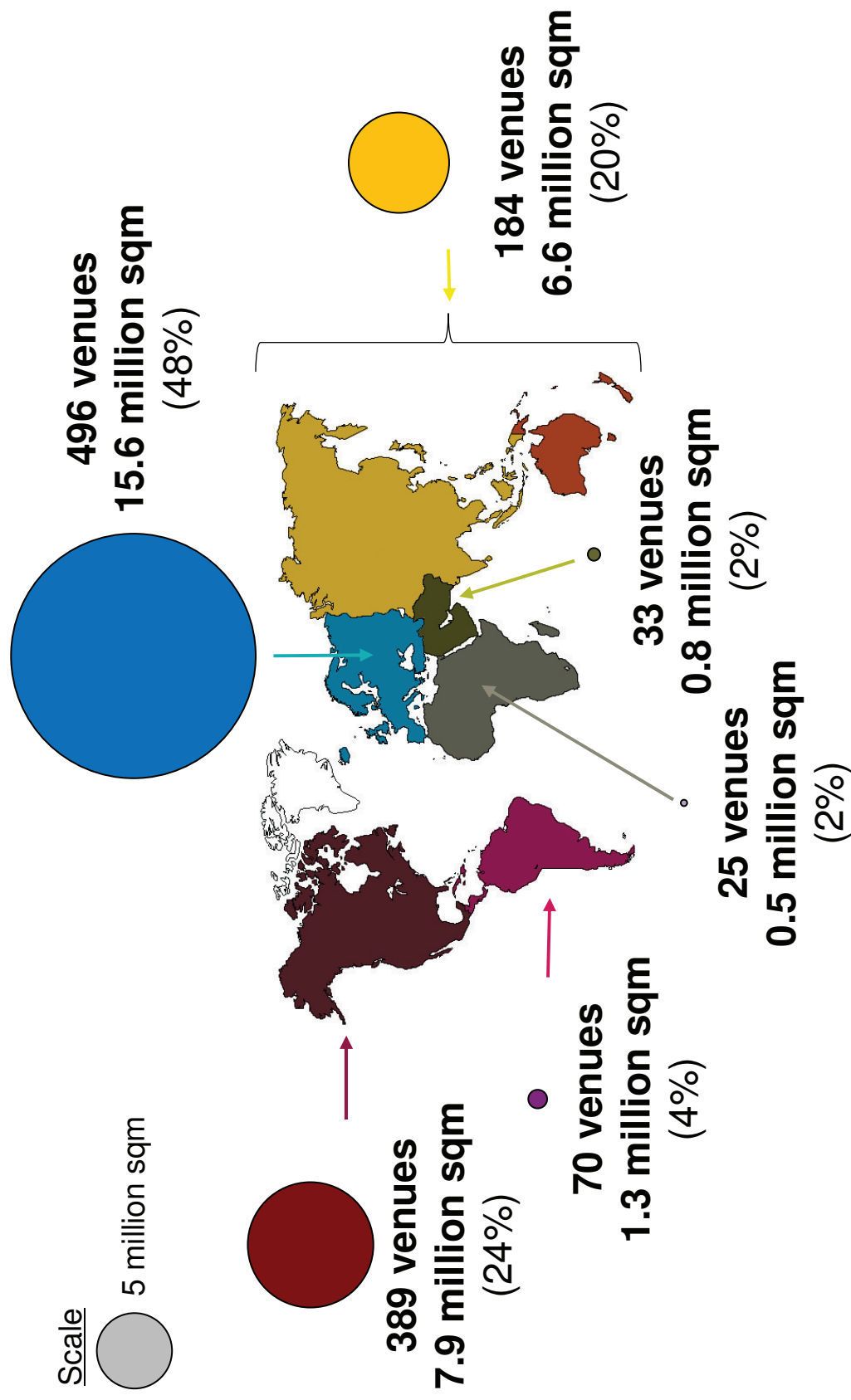
UFI World Map of Exhibition Venues

Regional trends between 2006 and 2011

(Venues with a minimum of 5,000 sqm indoor exhibition space)



VENUES AND INDOOR EXHIBITION SPACE IN 2011



UFI World Map of Exhibition Venues

National indoor exhibition space available in 2011

(Venues with a minimum of 5,000 sqm indoor exhibition space)

**15 countries
account for 80%
of the global indoor
exhibition space**

	TOTAL (in sqm)	WORLD %
USA	6 712 342	21%
China	4 755 102	15%
Germany	3 377 821	10%
Italy	2 227 304	7%
France	2 094 554	6%
Spain	1 548 057	5%
The Netherlands	960 530	3%
Brazil	701 882	2%
United Kingdom	701 857	2%
Canada	684 175	2%
Russia	566 777	2%
Switzerland	500 570	2%
Belgium	448 265	1%
Turkey	433 904	1%
Mexico	431 761	1%

UFI World Map of Exhibition Venues

Venues with a minimum of 200,000 sqm of indoor exhibition in 2011

1. Messe Hannover	Hanover (Germany)	466 100
2. Messe Frankfurt	Frankfurt/Main (Germany)	345 697
3. Fiera Milano (Rho Pero)	Milano (Italy)	345 000
4. Pazhou Complex	Guangzhou (China)	338 000
5. Koelnmesse	Cologne (Germany)	284 000
6. Messe Duesseldorf	Duesseldorf (Germany)	262 704
7. Paris Nord Villepinte	Paris (France)	241 582
8. McCormick Place	Chicago (USA)	241 524
9. Feria Valencia	Valencia (Spain)	230 602
10. Porte de Versailles	Paris (France)	228 211
11. Crocus International	Moscow (Russia)	226 399
12. Fira de Barcelona: Gran Via venue	Barcelona (Spain)	205 000
13. BolognaFiere	Bologna (Italy)	200 000
14. Feria de Madrid / IFEMA	Madrid (Spain)	200 000
15. Shanghai New International Expo Centre	Shanghai (China)	200 000

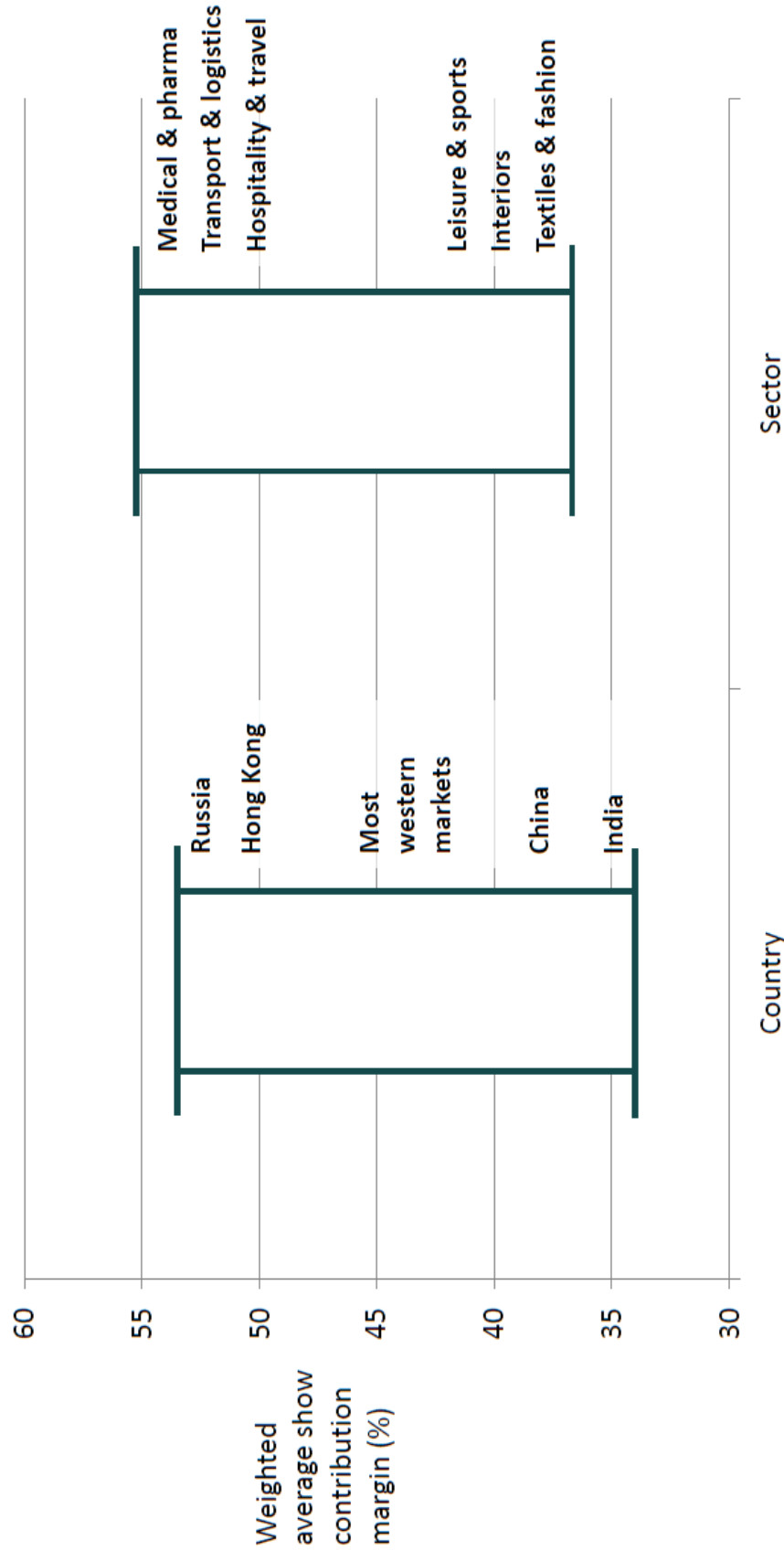
The global top 10

Net space rented

	(in million net sqm)	Trend since 2008
1. USA	23,3 (*)	- 7%
2. China	13,0	+ 13%
3. Germany	8,8	- 5%
4. Italy	6,2	- 5%
5. France	5,4	- 8%
6. Spain	3,5	- 24%
7. Japan	3,2	- 3%
8. UK	2,8	- 6%
9. Russia	2,6	- 13%
10. Brazil	2,6	+ 4%

Show profitability can vary substantially by country and by sector

Weighted average show contribution margin by country and sector



Source: AMR exhibitions database and analysis

© 2012 AMR

11

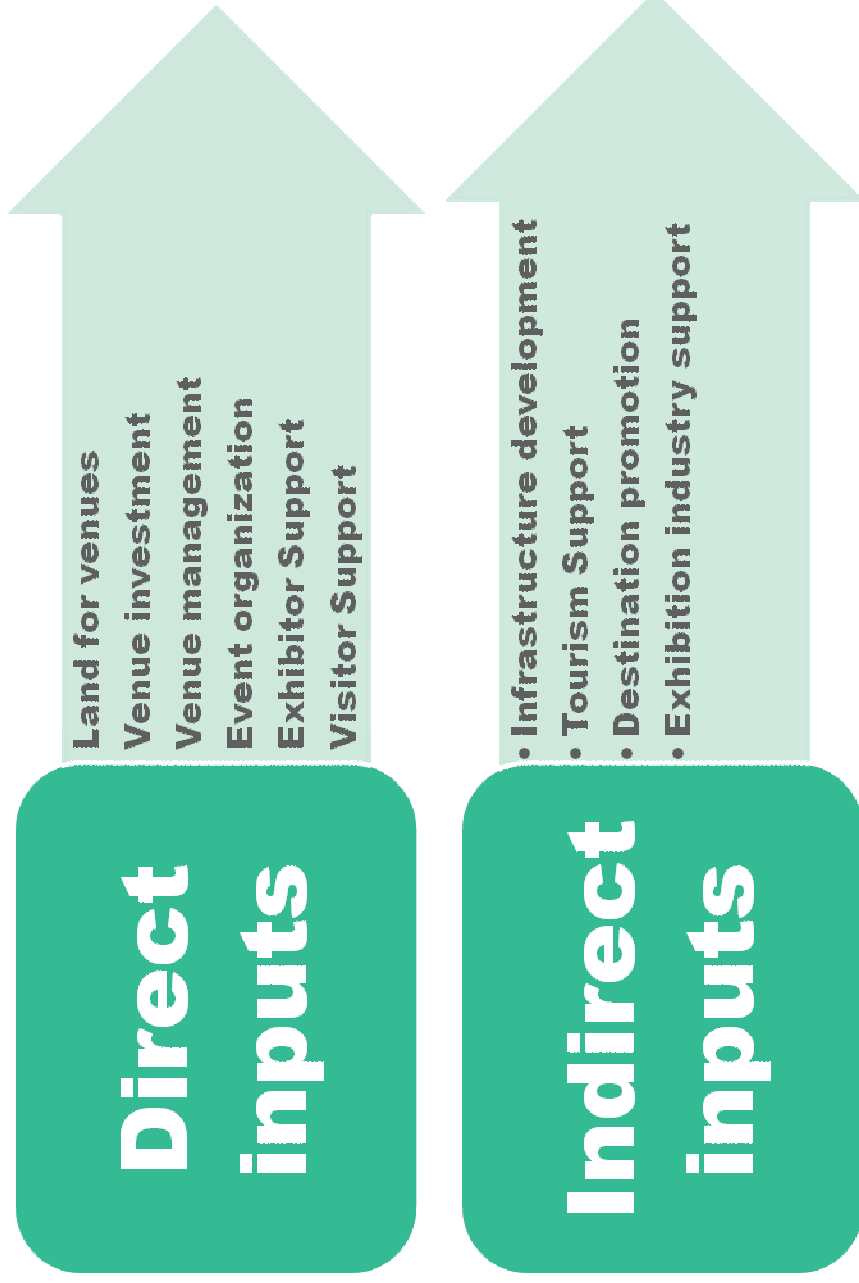
AMRinternational.

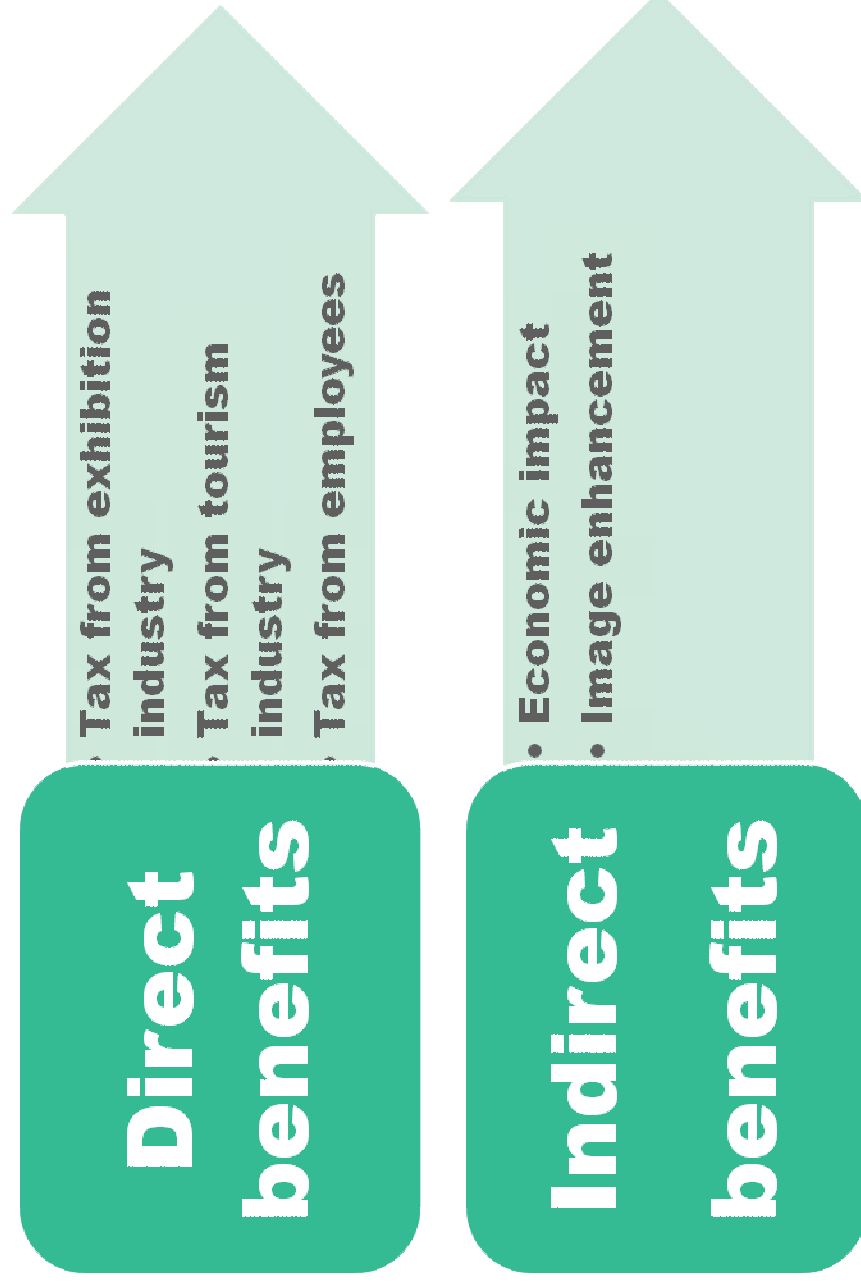
© UFI 2012

Milan, 20 September 2012

14

Government & industry





Economic impact



Examples of government support in Asia

Even before the crisis, examples include:

- Direct subsidies for organizers bringing new events into the market
- Direct cash subsidies to organizers for international visitor promotion
- Leading bids for new events
- Advertising campaigns (destination to organizers, calendar to potential participants)
- Training & other resource development support

And since the crisis...

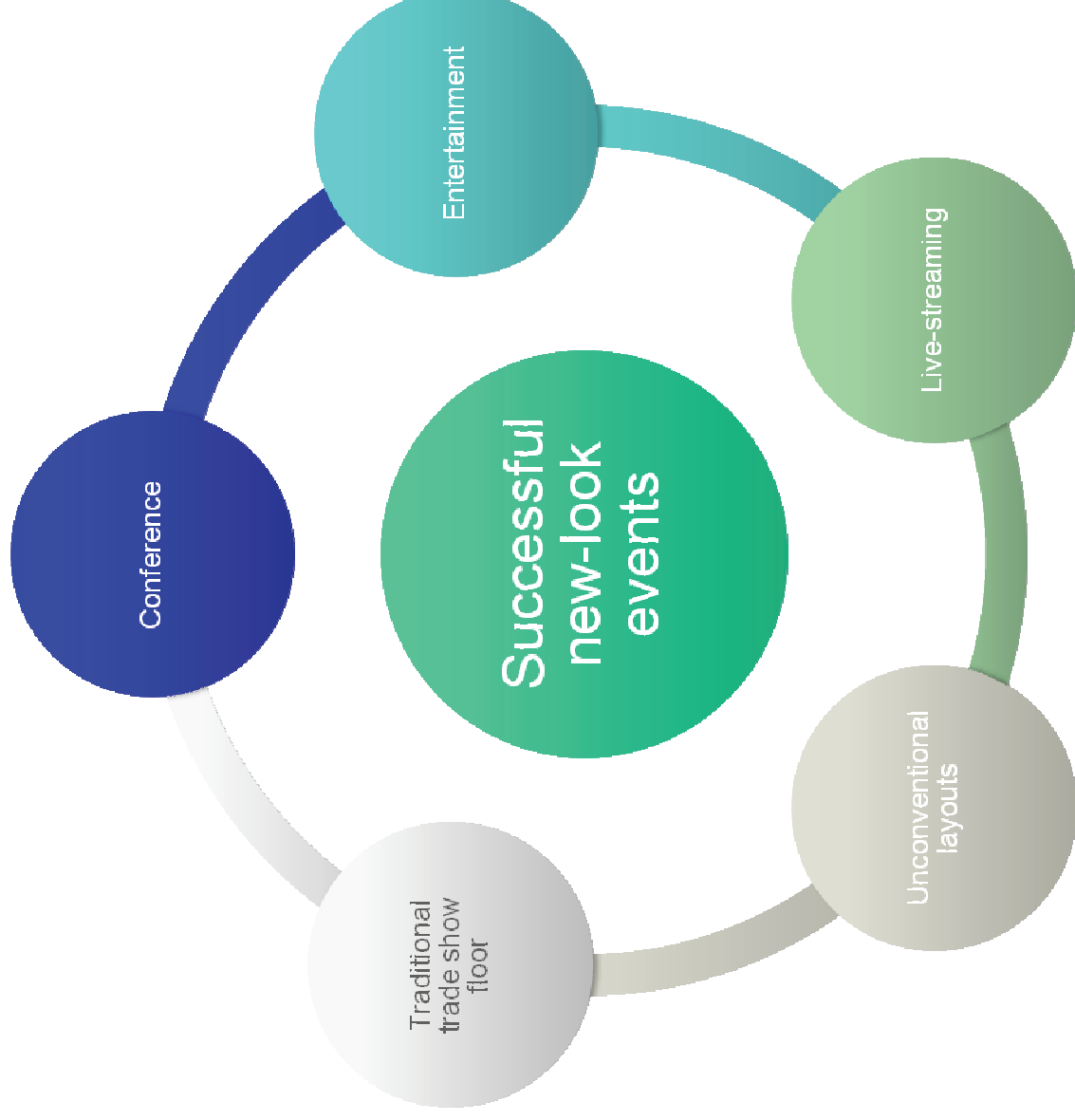
- Financial support for visitor promotion & expenses
- Financial support for exhibitors
- Special promotions support



of the
dustry



Multi-dimensional events



Competition (in some markets) from over-capacity in venues

Online marketing and product news release

- Continued uncertainties over balance of internet and face-to-face marketing
- The industry needs better to communicate how a combination of these is the key to marketing effectiveness.
- In-house activities and product launches have eaten into traditional events spend.
- Will this be the source of tomorrow's competition?

Targeting the Facebook generation with real world events.

Pressures on business travel

- Cost controls
- Environmental constraints

Evolution of trade fairs

Selling space

- Square metres
- Complimentary services
- Catalogue entry
- Basic technical services

Service orientation

- Integrated services
- Stand building
- Catering

CRM

- Database marketing
- Target group orientation
- Bundling
- Exhibitor debit card
- Online reorder system
- Individual placement of stands

Thought leadership

- New business ideas for clients
- Inter event activities
- Information broking
- Matchmaking

Thought leadership

“Together with exhibitors, visitors, specialized associations and the media the leading brand trade shows can become the place to meet all year long” .

“But we have to be careful: It is not just content, but valuable content and leadership in new ideas” .

“The role of trade shows will be changing. Trade shows will more and more act as community integrators, knowledge providers, discussion platforms, social network live grounds, etc.”

**THANK YOU FOR YOUR
ATTENTION**

www.ufi.org