

AEFI, Rimini, July 2016



# Change in the global scenario and new opportunities for the trade fair sector



# UFI's 5 topics to watch in 2016

What's after and beyond globalisation?

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- The state of the global economy
- Venue and event security
- O2O – Online to offline (a.k.a. digitisation)
- Developments in China
- Venue Investments

# The Global Economy

What's after and beyond globalisation?





# The New Normal

## Health, Safety, and Security

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# The Digital Transformation

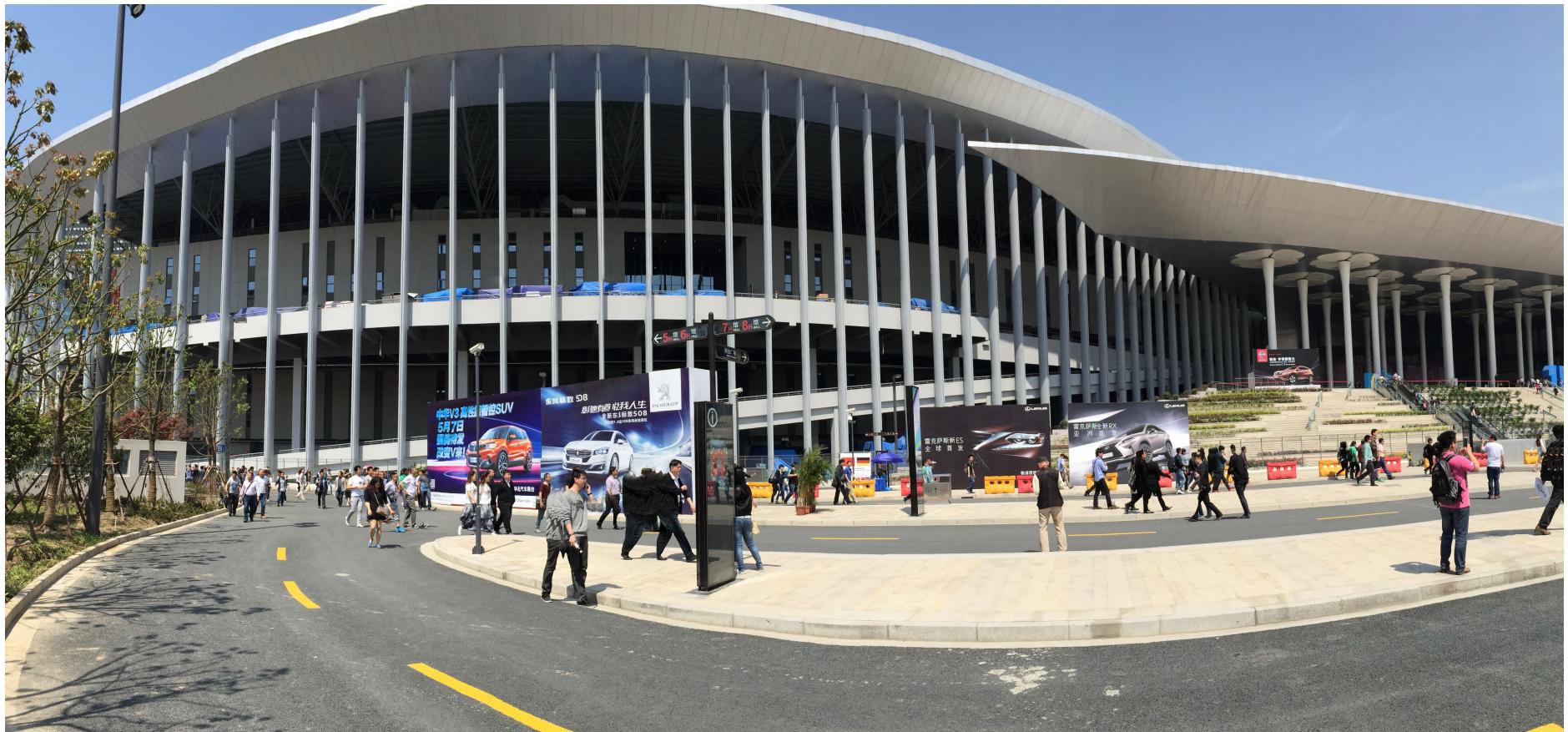
## Growth Driver of the Future, or else...?

### OFFLINE to Online (to OFFLINE)



# The rise of China.

## Venues, operational needs, and a Government Plan





# Venue Investments.

New, bigger, better venues – everywhere.





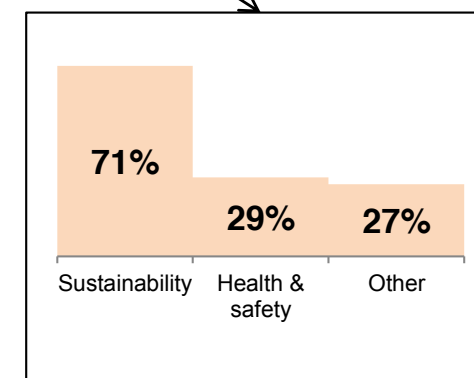
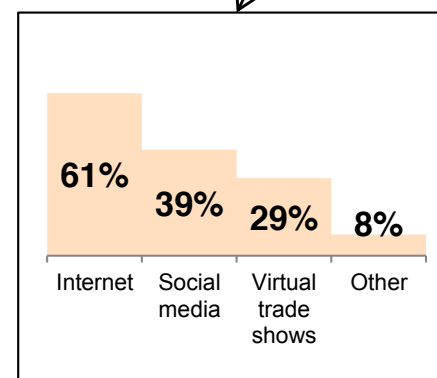
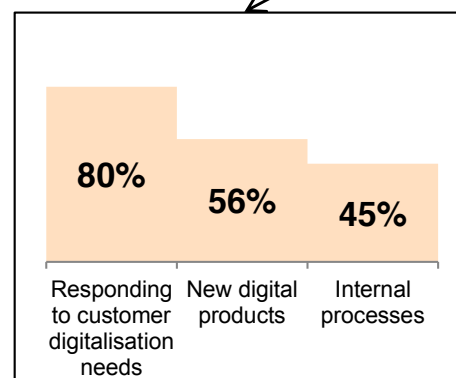
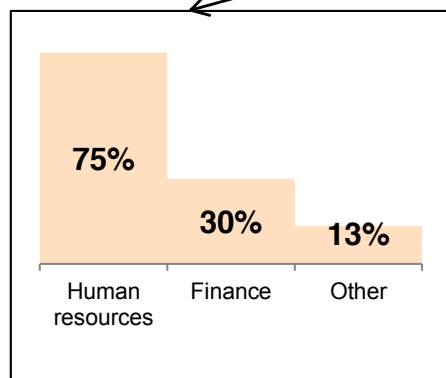
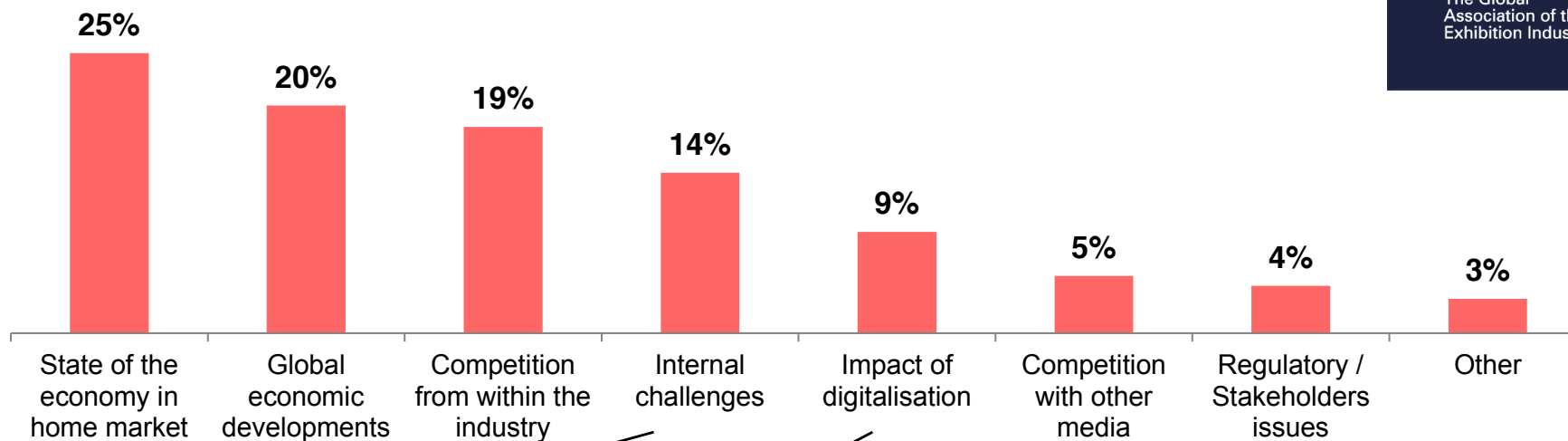
# Global Exhibition Barometer

16<sup>th</sup> edition (January 2016)

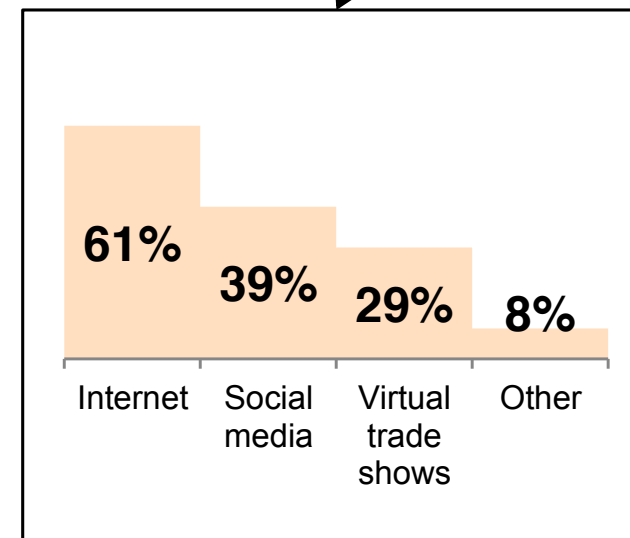
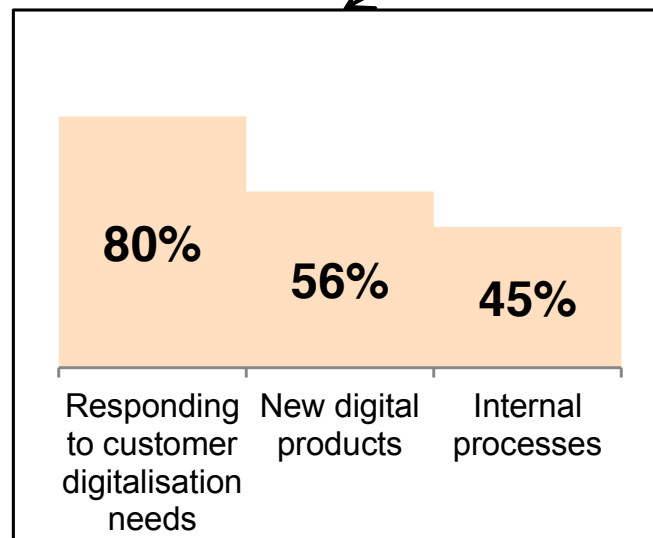
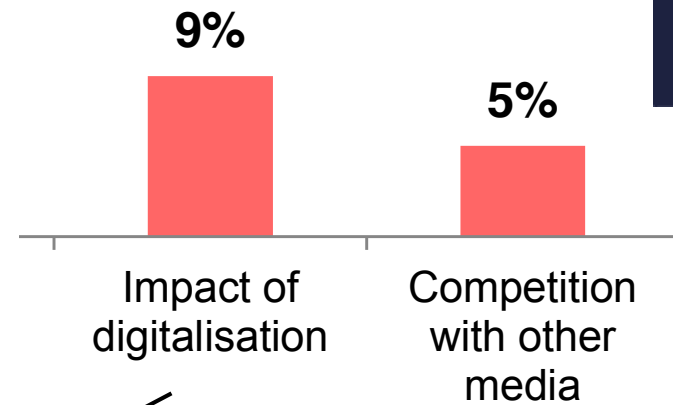
A UFI report based on the results of a survey conducted in December 2015



## Top issues: global results



(multiple answers possible)

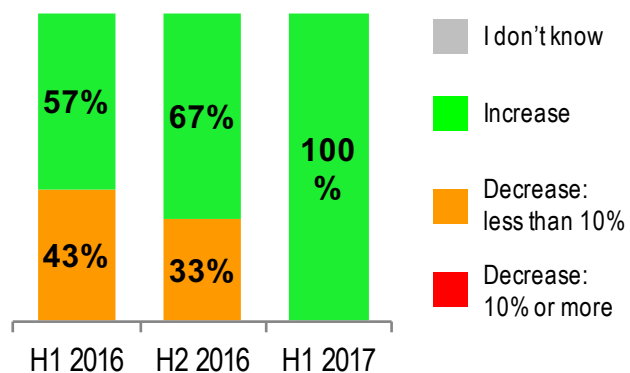




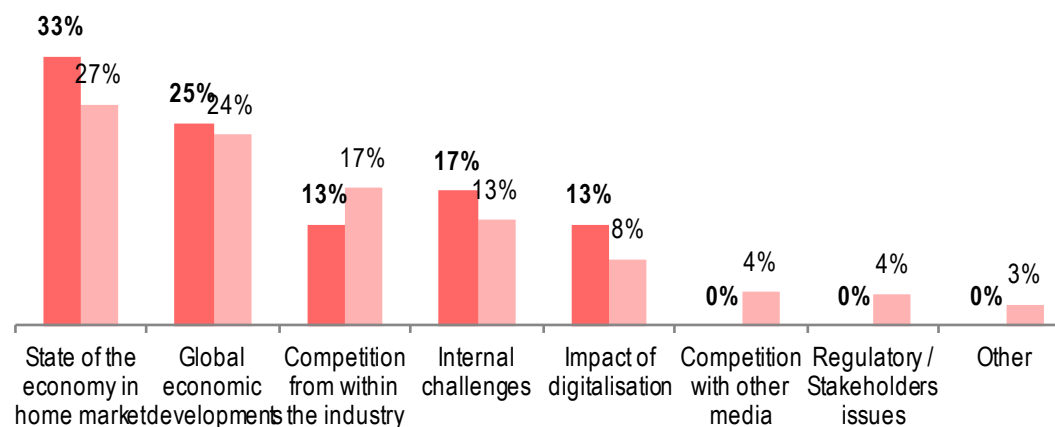
**PREVIEW!**

## Detailed results for ITALY (10 answers)

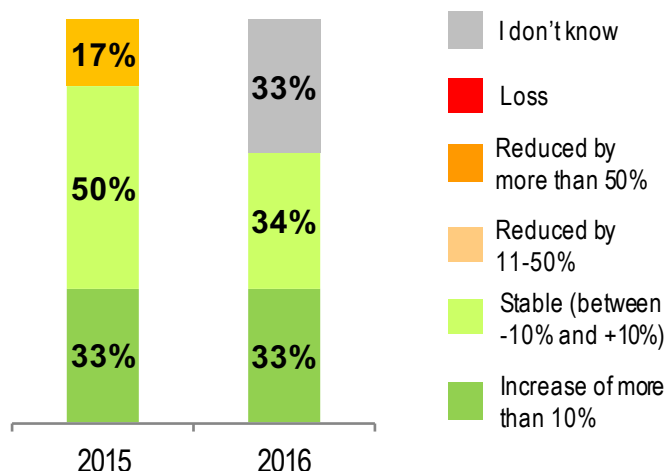
How do you expect your turnover to change when compared to the same period the previous year?



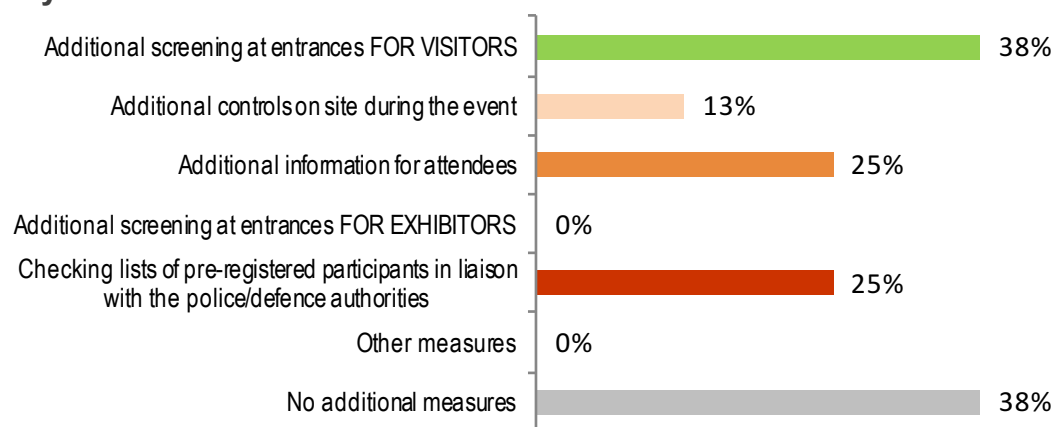
Top issues ( : global)



Operating profits compared to the previous year



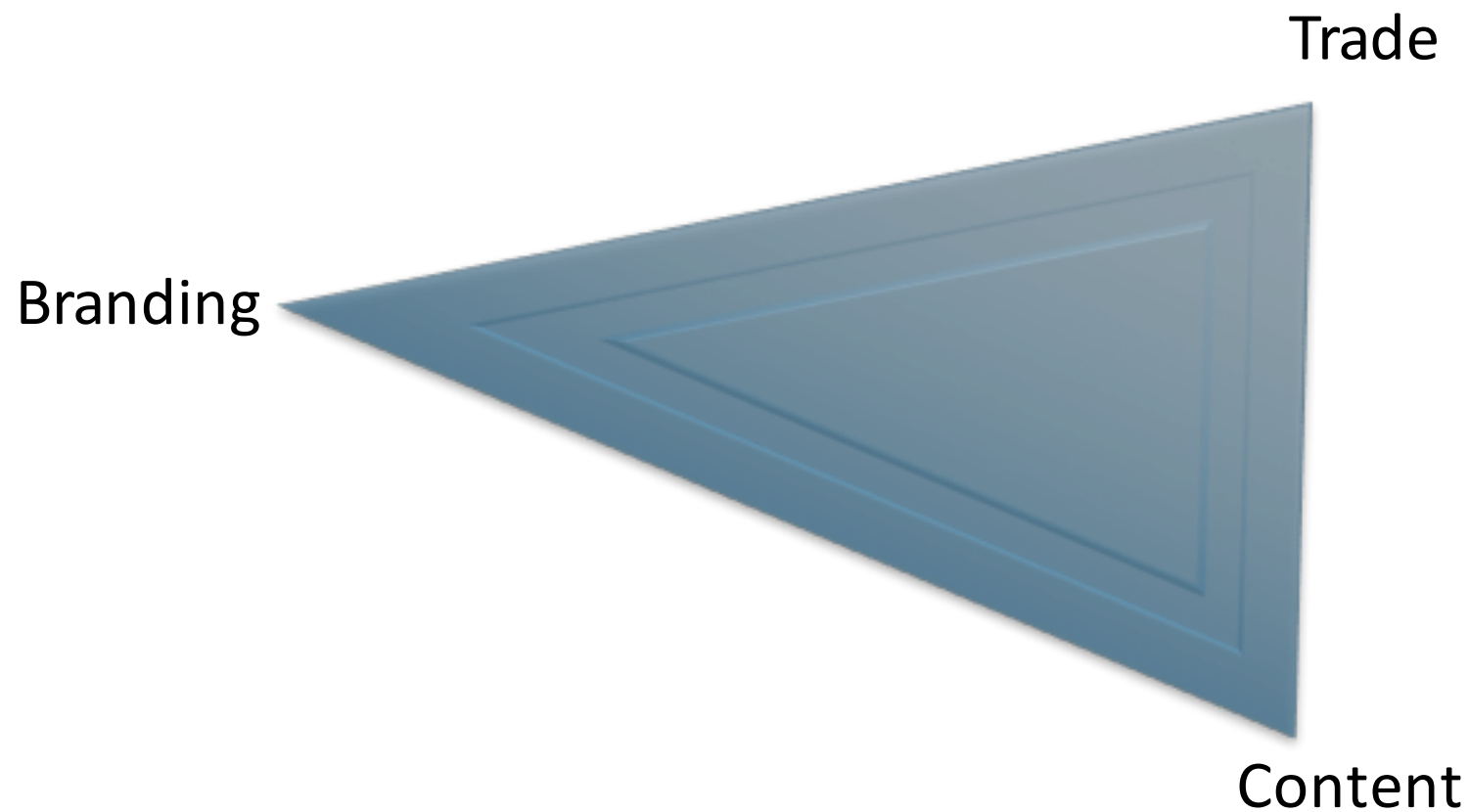
Have you expanded security measures around your exhibitions / your venues in recent months?



# The Trade Show Triangle

...the balance is shifting

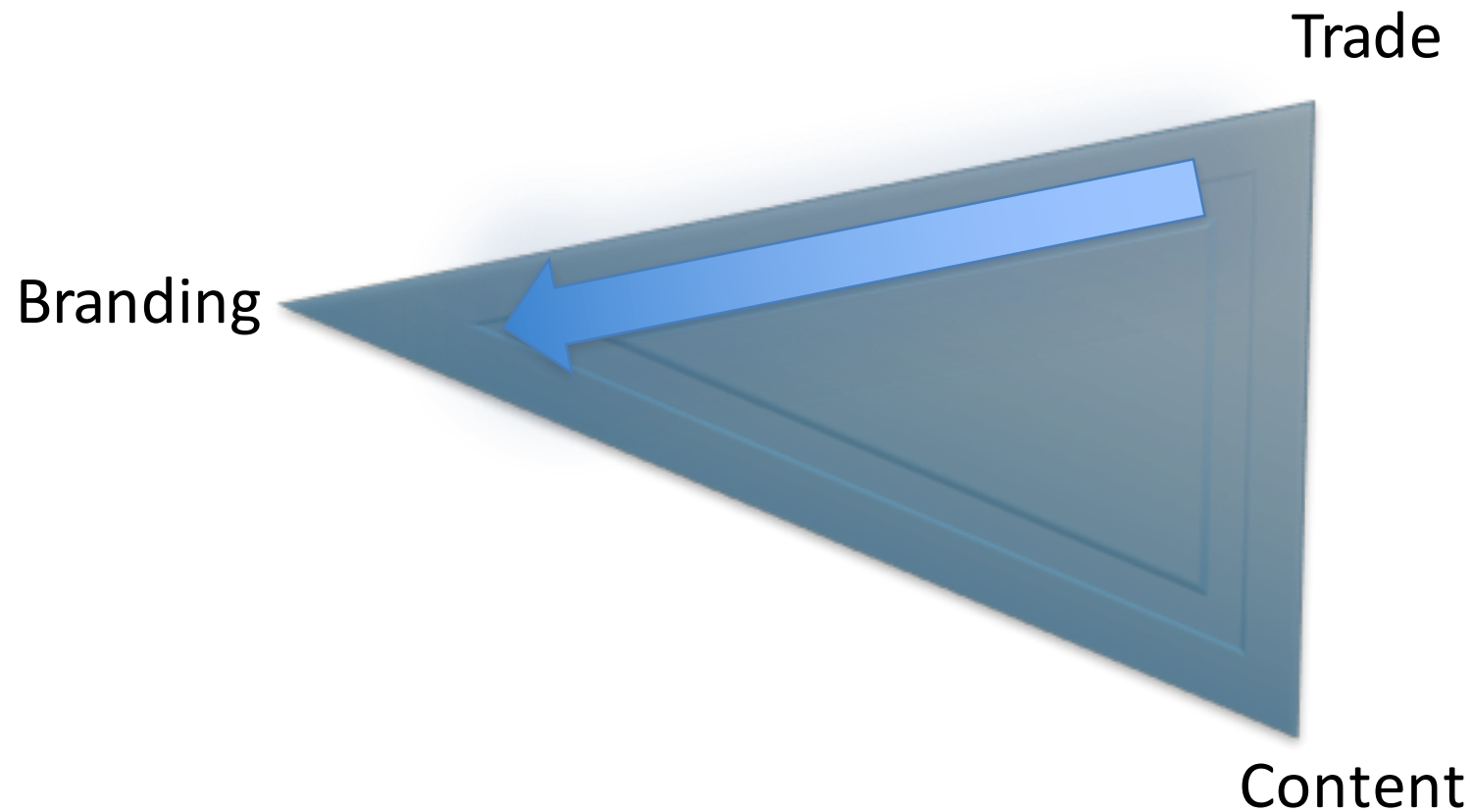
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# The Trade Show Triangle

...the balance is shifting

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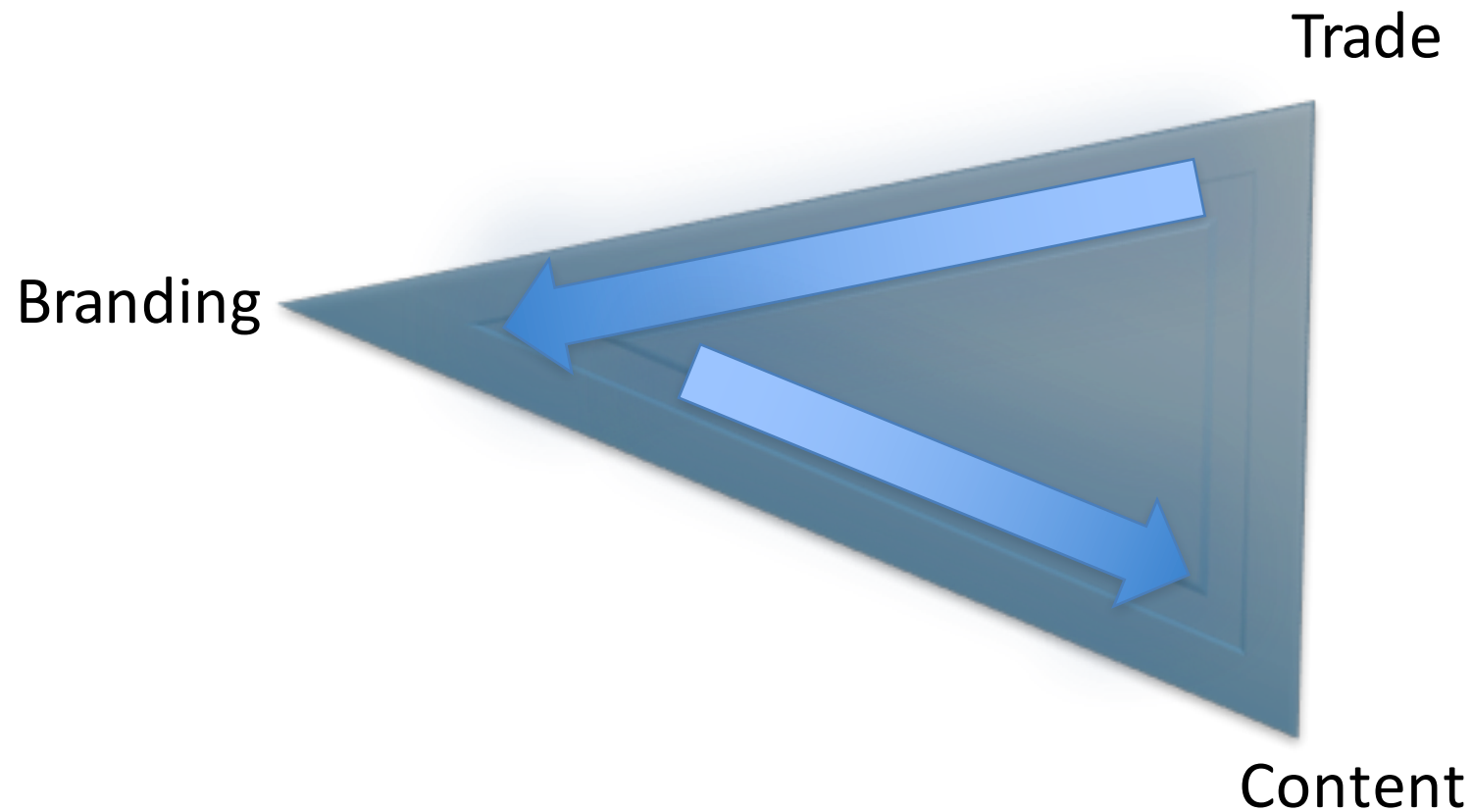




# The Trade Show Triangle

...the balance is shifting

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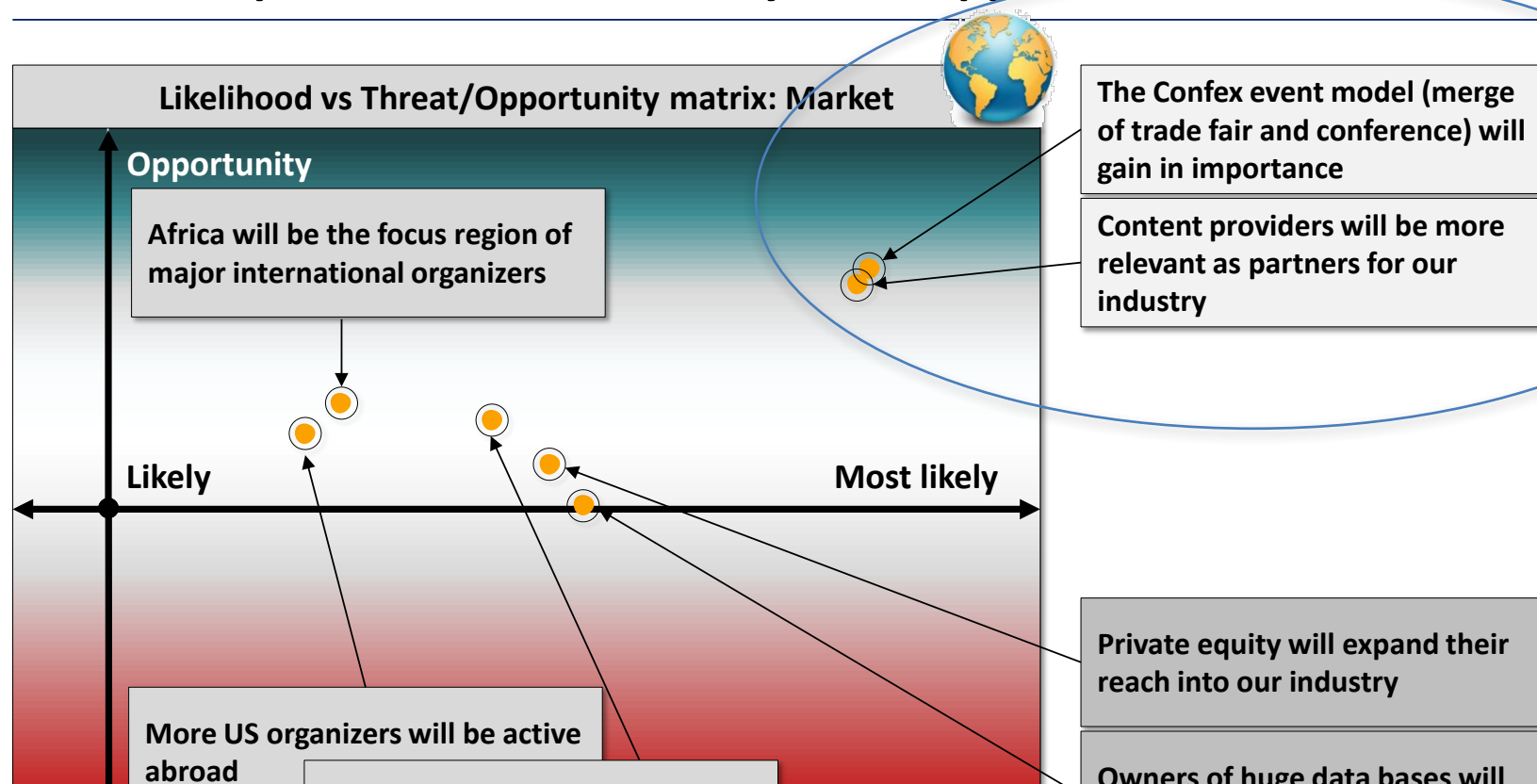


# Evolution of the show floor

ConFex Model, Content on the rise

Respondents considered nearly all of the 'Market' scenarios presented in the survey to be opportunities

**jwc**



# Contact us

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## **“The exhibition industry is playing an increasingly important role in social and economic development of our country”**

- **Coordination and allocation of exhibition centers and expositions nationwide**
- **Reduction of obstacles that affect fair market competition**
- **Rationalization of the relationship between government and market**
- **Reduction of government exhibitions**
- **Establish standards of venue safety, management and services**
- **Support domestic organizers to “go global” and hold exhibitions overseas**
- **Protection of intellectual property rights**
- **Subsidies to SMEs for domestic and overseas exhibitions**
- **Optimize custom clearance for exhibition products**
- **Provide training and education for (future) employees in the exhibition industry**