

Results of the First

# Global Economic Crisis Barometer

Survey of the Exhibition Industry

conducted among  
UFI \* & SISO \*\* Members

(\* World (\*\* USA)

# Survey Framework



The impact of the current economic downturn on the exhibition business is of key interest to all. UFI has decided to assess the impact of the situation by developing a “Crisis Barometer” based on the perceptions of our UFI members in 83 countries and including for the USA, the same survey conducted by SISO (Society of Independent Show Organizers) of its members.

This “Crisis Barometer” will be developed from a **quarterly survey**. The results of the first survey follow \*. These were collected in February 2009 for all regions, except for those from the Asia/Pacific region which were collected in January 2009.

Each survey participant receives the full survey results, including individual comments \*\*. On a broader basis, UFI & SISO will communicate limited data without accompanying comments to the public.

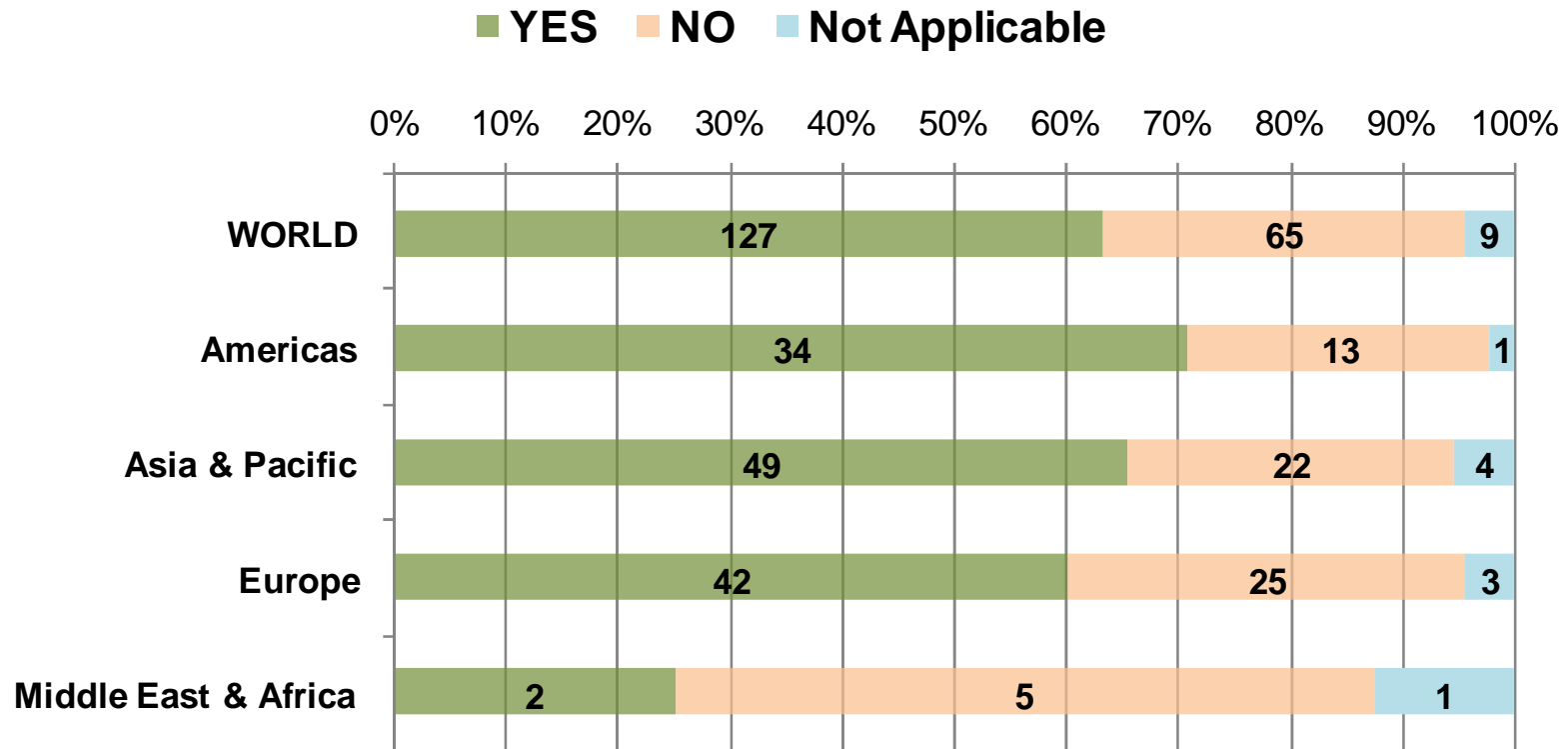
The next survey will take place at the beginning of April 2009. For questions related to this survey, please contact [research@ufi.org](mailto:research@ufi.org)

(\*) see number of answers per country/region at the end of this document

(\*\*) only UFI member comments in this first survey

# 1. Did you experience any decrease in business prior to 31 Dec. 2008 that you believe is attributable to the economic downturn?

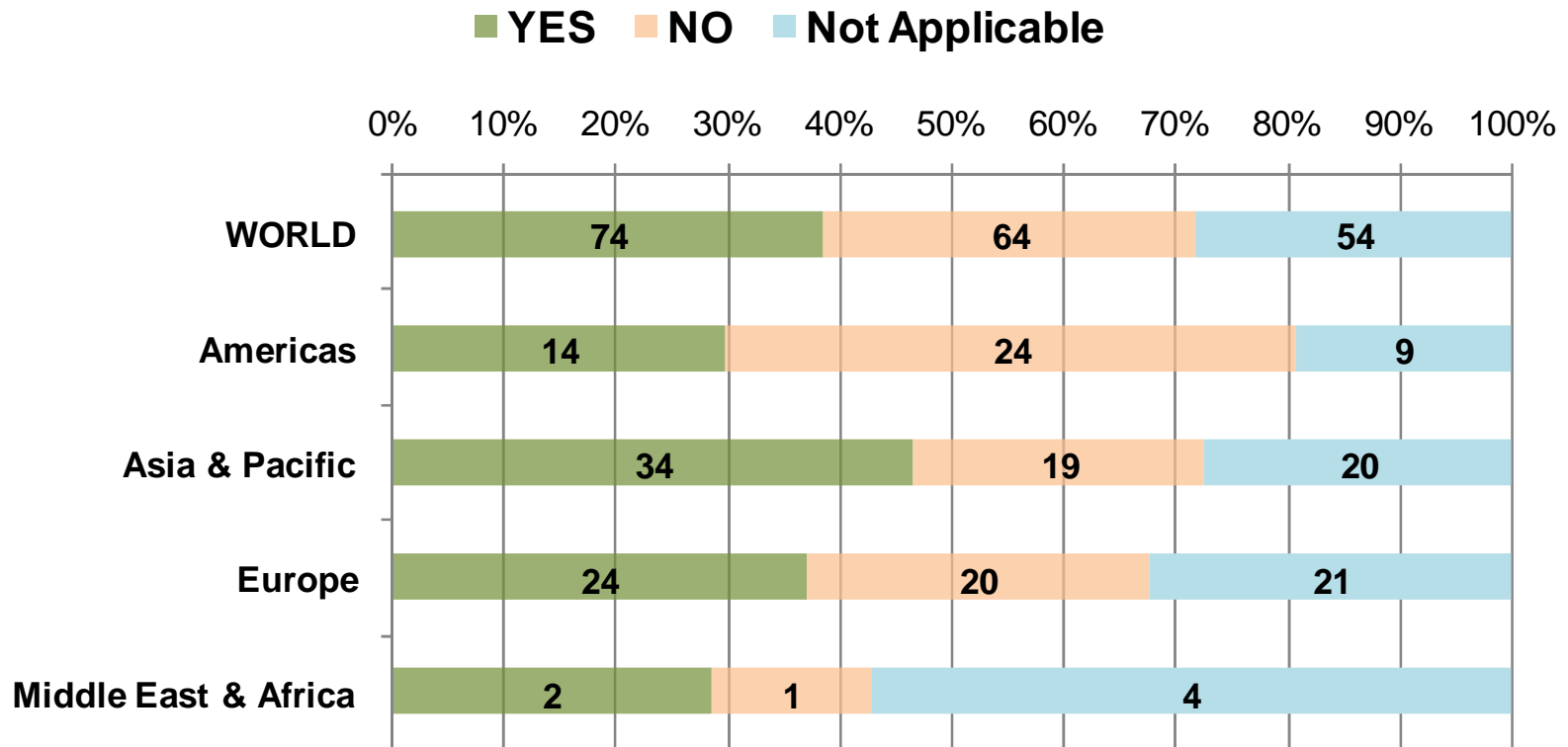
## Answers (201 in total)



*cf. list of countries/regions at the end of this document*

## 2. If so, was the decrease 10%, or greater, in gross turnover?

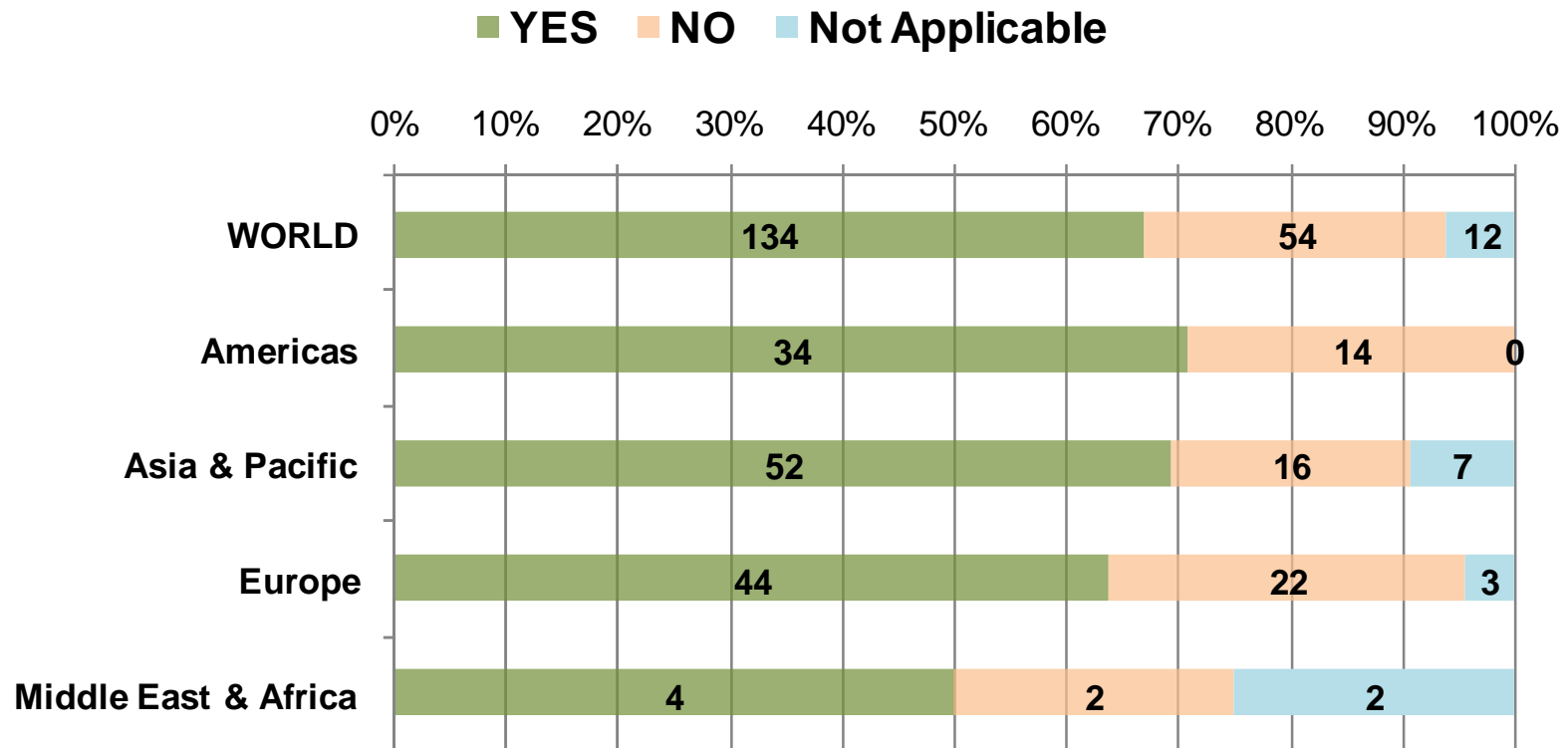
### Answers (192 in total)



*cf. list of countries/regions at the end of this document*

### 3. Are you anticipating a 10% or greater decrease in gross turnover in the first half of 2009 attributable to the economic downturn?

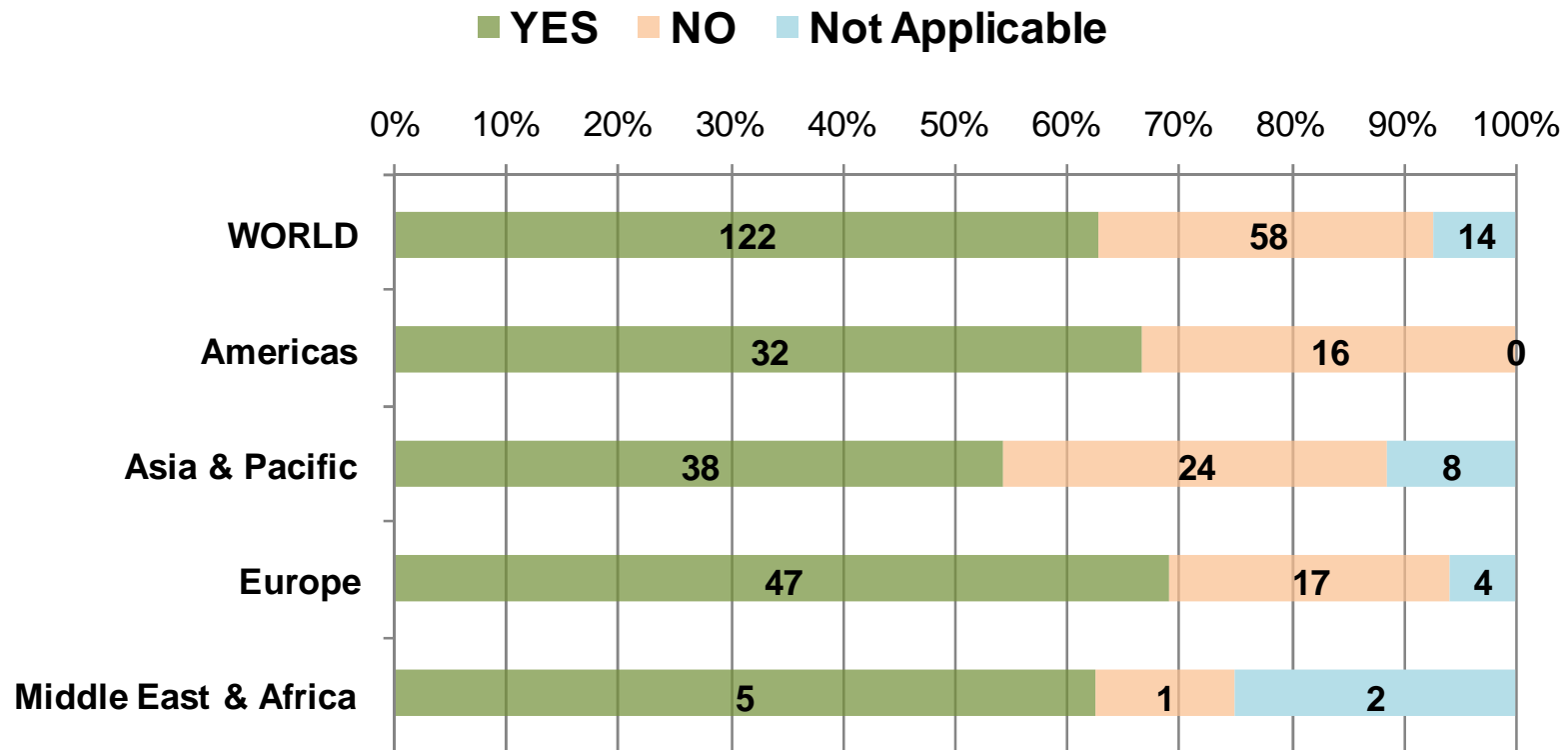
#### Answers (200 in total)



*cf. list of countries/regions at the end of this document*

4. Are you anticipating a 10% decrease or more in gross turnover in the second half of 2009 attributable to the economic downturn?

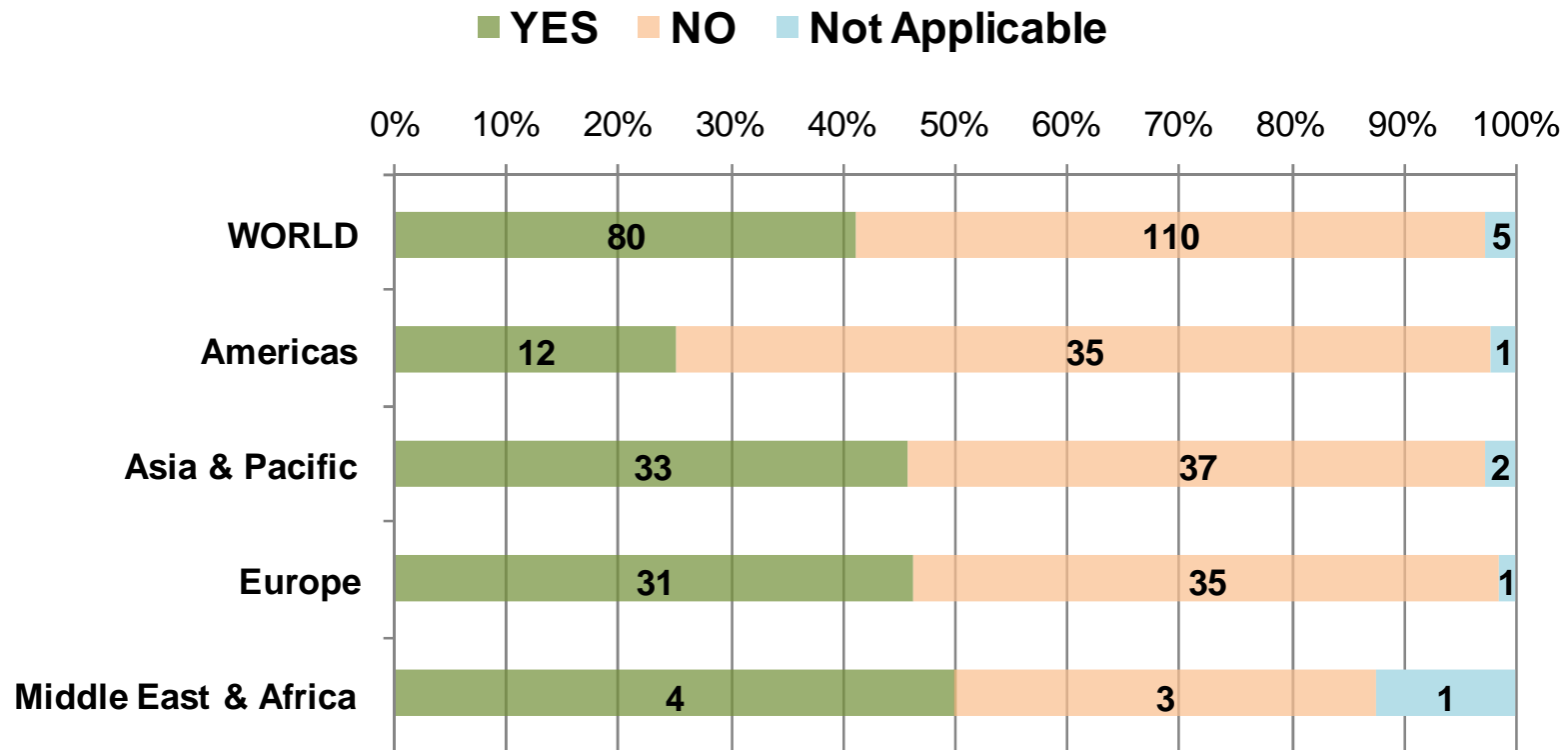
**Answers (194 in total)**



*cf. list of countries/regions at the end of this document*

## 5. Do you believe the economic projections related to the global downturn being portrayed by the media are generally overstated?

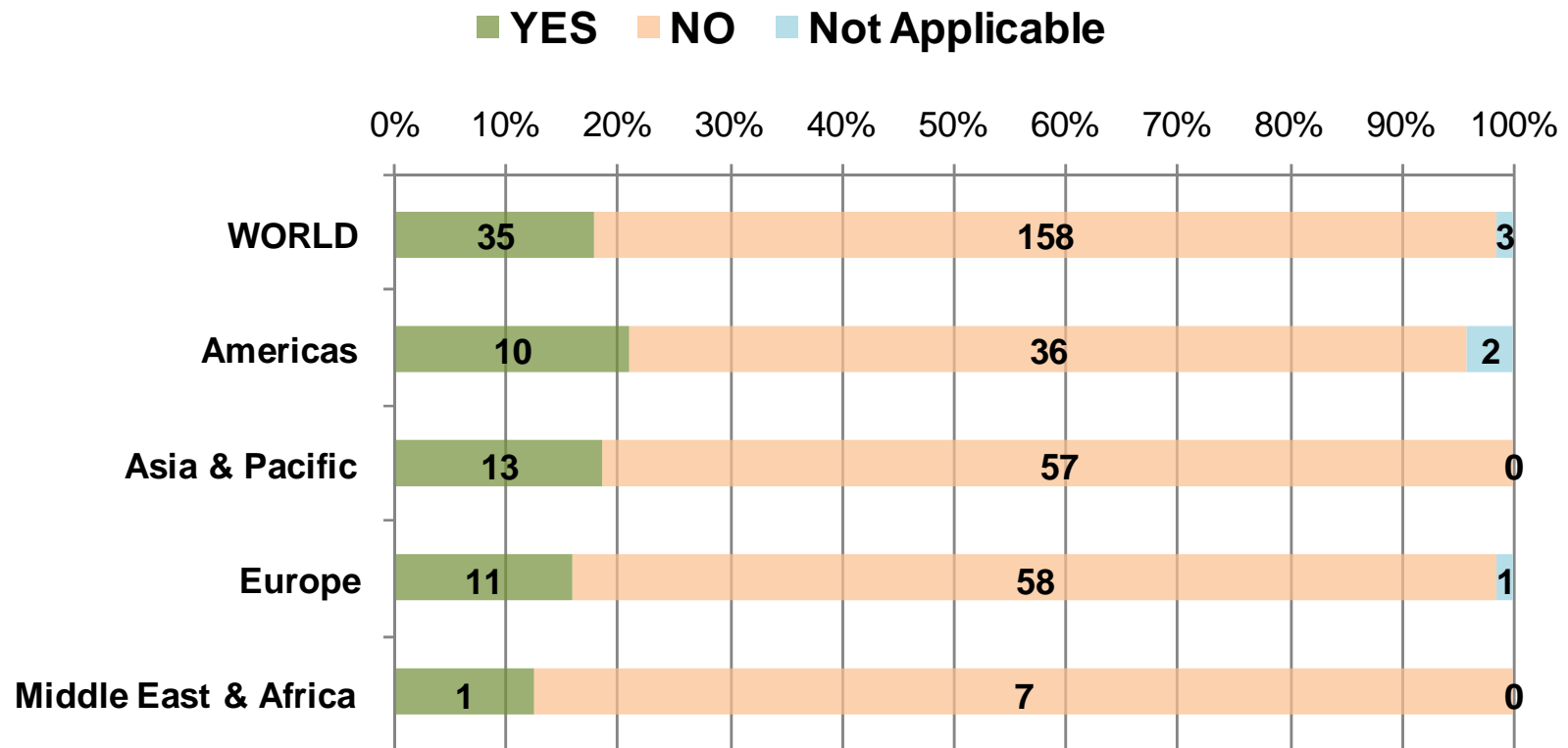
### Answers (195 in total)



*cf. list of countries/regions at the end of this document*

## 6. Do you believe that the global exhibition industry's economic recovery (in general) will begin in 2009?

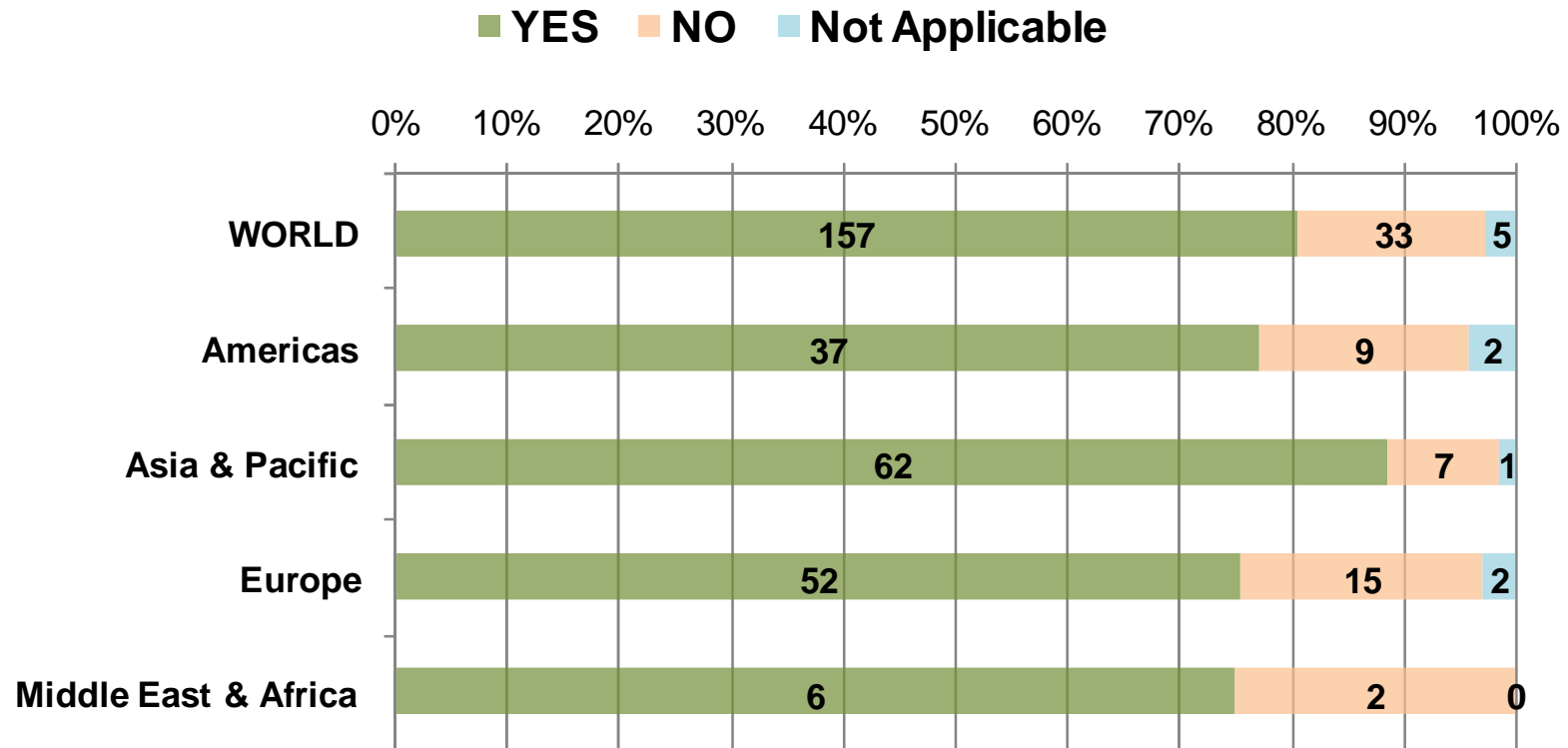
### Answers (196 in total)



*cf. list of countries/regions at the end of this document*

# 7. Do you believe that the global exhibition industry's economic recovery (in general) will begin after 2009?

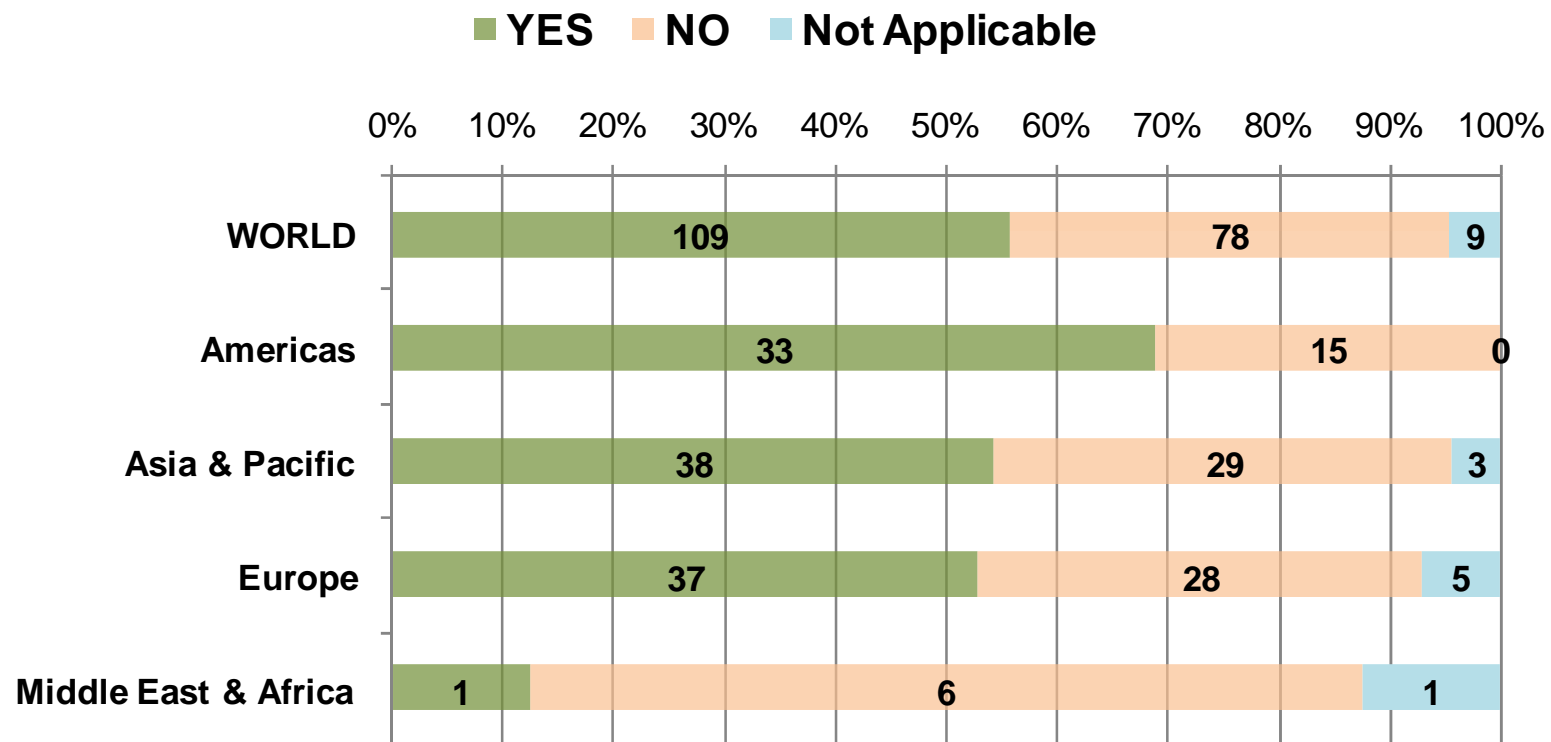
## Answers (195 in total)



*cf. list of countries/regions at the end of this document*

## 8. Have you (or your company) initiated discounts or other incentives to respond to your customer needs related to the economic downturn?

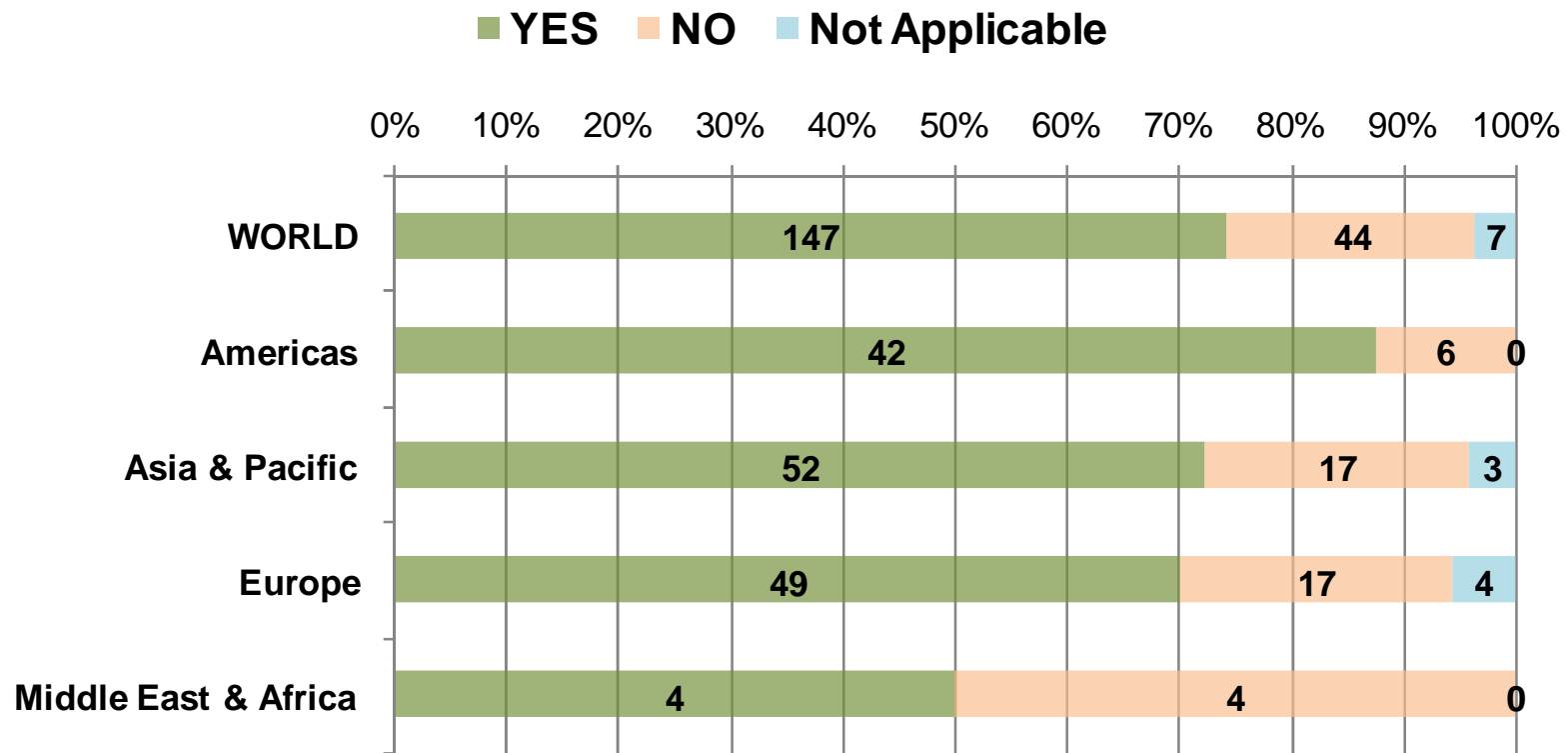
### Answers (196 in total)



*cf. list of countries/regions at the end of this document*

# 9. Have you made meaningful cost reductions in your company operations to compensate for any actual or anticipated decrease in gross turnover?

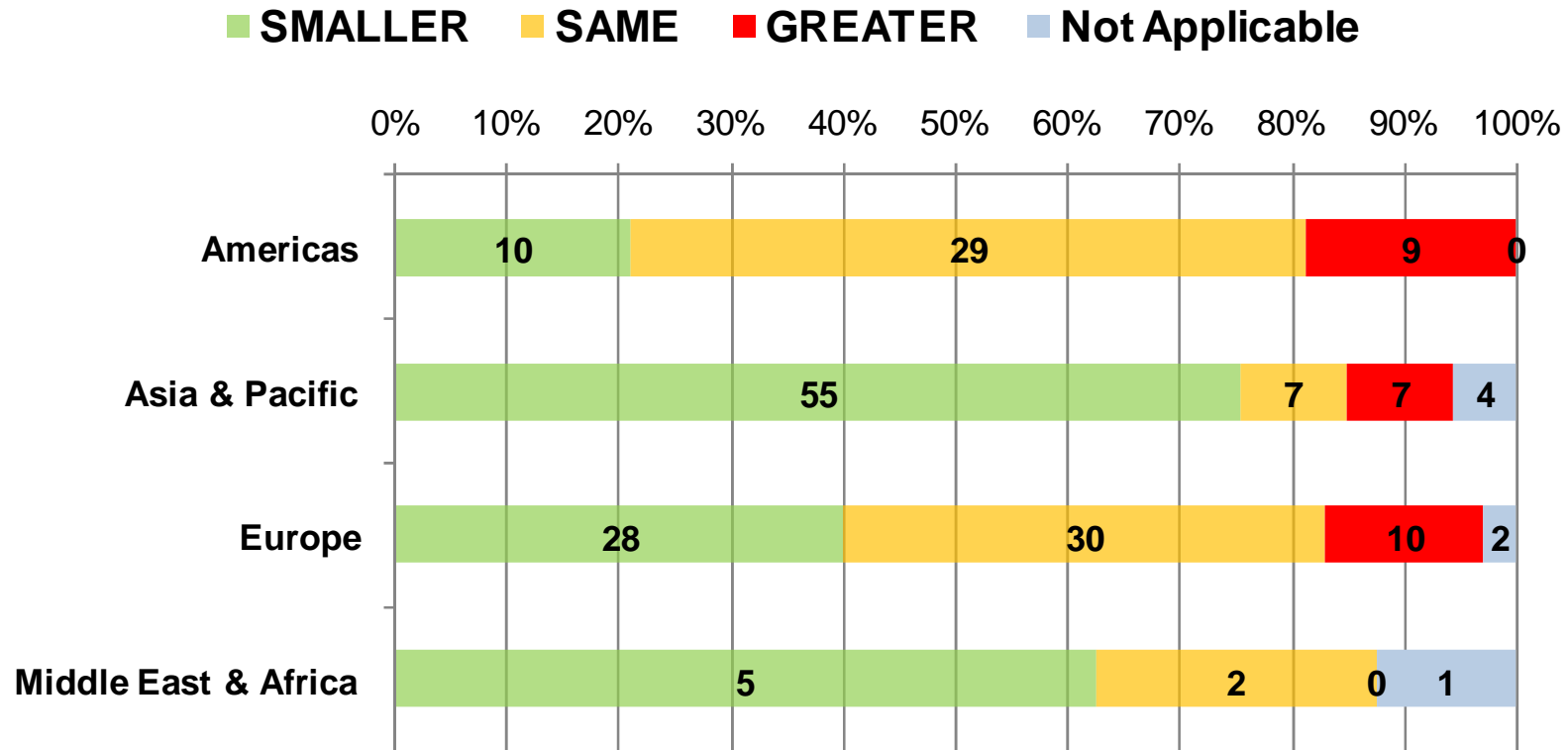
## Answers (198 in total)



*cf. list of countries/regions at the end of this document*

# 10. To what degree do you believe the exhibition industry in your region is being impacted by the global economic downturn compared to other regions of the world?

## Answers (199 in total)



*cf. list of countries/regions at the end of this document*

# Number of answers per country/region



<b><u>Americas</u></b>	<b><u>48</u></b>	<b><u>Europe</u></b>	<b><u>69</u></b>
Canada	2	Belgium	4
USA (including SISO Members)	46	Croatia	1
		Finland	1
<b><u>Asia/Pacific</u></b>	<b><u>75</u></b>	France	2
Australia	6	Germany	10
China mainland	25	Greece	4
Hong Kong	8	Hungary	1
India	8	Italy	10
Japan	4	Lithuania	1
Korea	4	Moldova	1
Macau	2	Netherlands	2
Malaysia	4	Poland	2
Singapore	5	Portugal	3
Taiwan	2	Romania	1
Tajikistan	1	Russian Federation	5
Thailand	6	Serbia	1
		Slovenia	1
<b><u>Middle East/Africa</u></b>	<b><u>9</u></b>	Spain	6
Iran	1	Sweden	3
Israel	1	Turkey	3
Jordan	1	Ukraine	3
Oman	1	United Kingdom	4
Qatar	1		
South Africa	2		
Syria	1		
United Arab Emirates	1		